TearSheet

October 1995

Mark Mahla

Art Director
The Daily Telegram
1226 Ogden Ave.
Superior, WI 54880

The cute, animated newspaper from June 93 *PMS*, p. 24, made its premiere in an ad promoting International Newspaper Carrier Day. The paper plans to use the art as a "mascot" to promote subscriptions and carriers, and to use on ads and thank you cards in the future.

Congratulations! You Deserve Some Special Recognition

Perhaps you read the front page to stay informed about world, national and local events. Or you might want to know how your favorite teams did so you head for the sports pages. Maybe you start out on a lighter note and look at the comics. If you are a home delivery customer, you first look to your newspaper carrier. He or she makes sure your newspaper is at your door each day ready to read at your convenience.

Our carriers go out each day, good weather or bad, to get news and information to you. Their consistent level of courteous and personal service stands out in today's fast-paced world.

International Newspaper Carrier Day Saturday, October 15

The Daily Telegram
NEWSPAPER
1226 Ogden Ave. • Superior, WI 54880 • 715-394-4411
FAX 715-394-9404

October 15, 1994 is International Newspaper Carrier Day. We want to take this opportunity to let the community, the nation and the world know that we are proud of our carriers.

Please join us in our salute to these special individuals.

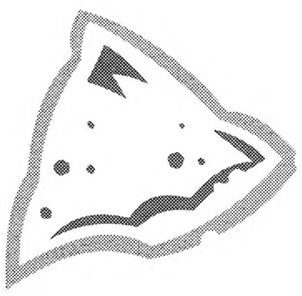
Tim Barden
Josh Warriner
Ryan Dahlberg
Jesse Minter
Renee Lynn Penny
Carol Eisel
Josh Degnan
Haworth Phillips
Mike Conway
Joe Holmstrom
Tom Miller
Christy Lawson
Robert Wuorinen
Brian Prokop
Kyle Thimm
Steve Mohr
Mike Reger
Mark Brandt
John Hammon
Maureen Flaherty
Jerimiah Steel
Tom Roeber
Josh Murray
Jason Moen
Jolene Steel
Scott Tomczak
Adam Ashley
Jon Griglak
Linda Huray
Toni Vendela
Jake Brochhagen
Anna Vendela
Pauline Erickson
Justin Knight
Mike Hixenbaugh
Kelly Magnuson
Wesley Barton
Anna Vendela
Kelly Magnuson
Lenny Hackensmith
Robert Anderson
Cliff Hendricks
Josiah Anderson
Joey DeGraef
Cliff Hendricks
Ashley Swenson
Kyle Eisel
Andy Johnson
Tabatha Hanson
Justin Doolittle
Jeremy Hagen
Chad Graden
Shauna Hadley
Steve Baker
B.J. Grosnick
Dan LaJore
Tim Braden
Andy Conway
Jeff Graves
Ron Wuorinen
Joe Holmstrom
Darren Velin
Nicholas Haworth
Patrick Davy
Kyle Eisel
Nathan Gudowski
Justin Doolittle
Angela Grosnick
Bobby Eastman
Matt Milinkovich
Matt Hammer
B.J. Grosnick
Jennifer Skandel
Erik Grosnick
Marilyn Beckwell
Matt Sanoski
Colin Peterson
Chris Thomas
Chris Grenier
Lisa Stariha
Jennifer Drikx
Al Reinke Jr.
Al Reinke
Mike Thomas
Nathan Gudowski
Albert Reinke Jr.
Mike McKercher
Janet Fellbaum
Betty Rolandson
Betty Pelfrey
Greg Dalbec
Pat Biver
Becky Derfler
Jack Swonger
Eddie Merritt
Todd Larson
Travis Larson
Justin McClure
Steve Osberg
Jessie Power
Jeremy Glammeier

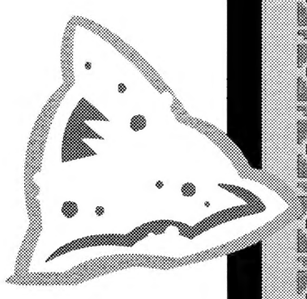
Case Histories

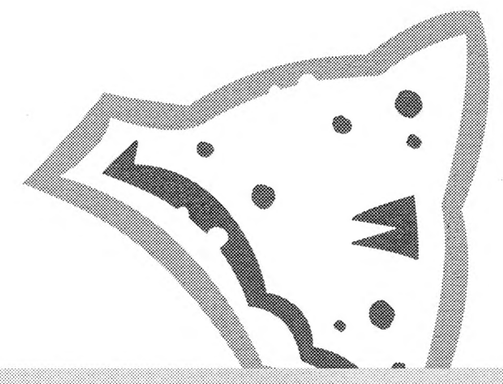
Anne Brochman

Keyliner
Graphic Design, Inc.
315 E. 2nd St.
Hastings, MN 55033

A southwestern ready-to-go ad frame from Oct. 93 *PMS*, p. 20, provided the elements for the large window sticker and store sign promoting a trip to Mexico. Printed in shades of purple, orange, and brown.



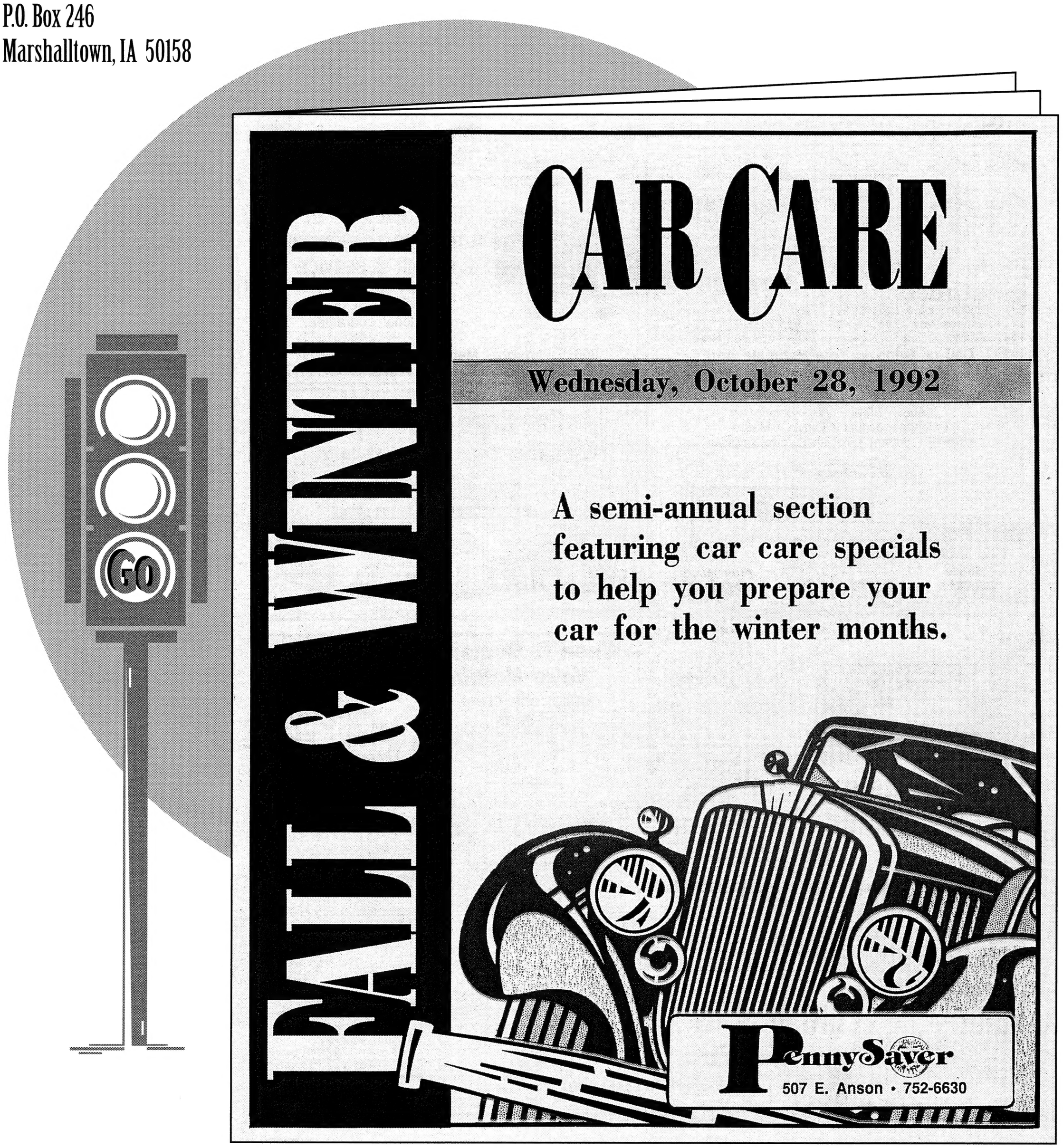




Leona Huffaker

Promotions Coordinator
Marshalltown PennySaver
507 E. Anson St.
P.O. Box 246
Marshalltown, IA 50158

A classic car was lifted out of a larger car care illustration from Oct. 92 *PMS*, p. 26, for a Fall & Winter Car Care special section cover. Printed in brown and black.

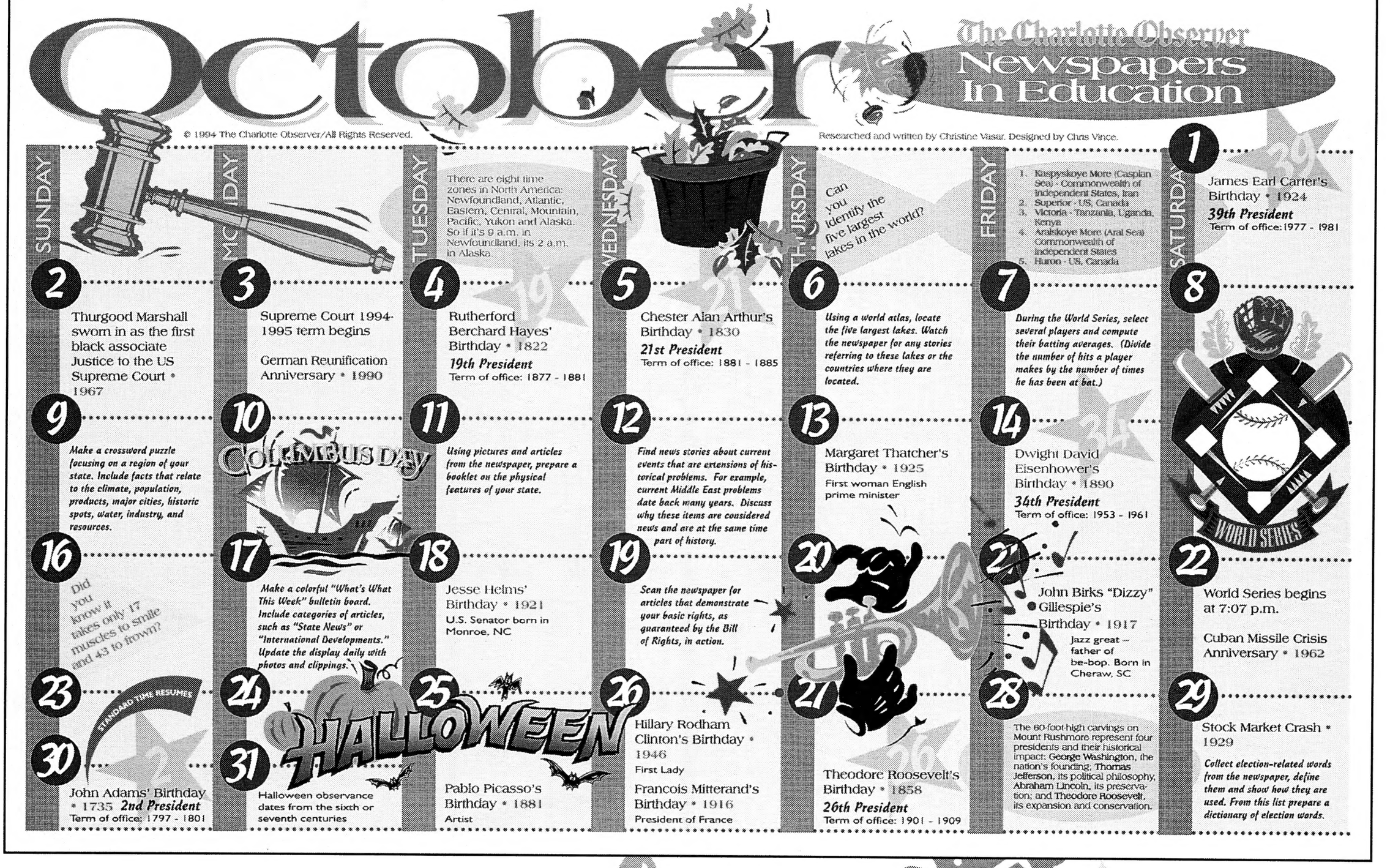


Case Histories

Chris Vince

Art Director
The Charlotte Observer
600 S. Tryon St.
Charlotte, NC 28212

Each month the *Charlotte Observer* distributes full-color calendars to local teachers. Each is designed to increase knowledge and encourage frequent interaction with the newspaper. *PMS* art is colored and edited in Adobe Photoshop, Adobe Illustrator, and Macromedia FreeHand. Layouts are completed in QuarkXPress, and calendars are printed on coated stock. This calendar features Columbus Day art and lettering from Sept. 93, p. 24, and Oct. 93, p. 22; pumpkins from Sept. 93, p. 22; "Halloween" type from Oct. 93, p. 22; a basket of leaves from Sept. 93, p. 24; and baseball art from Oct. 93, p. 12.



Case Histories

Daniel S. Gillespie

Graphic Designer
Lancaster Newspapers, Inc.
8 W. King St.
Lancaster, PA 17608

A dollar bill, May 94 *PMS*, p. 12, skeleton hands and jack-o'-lantern, Oct. 94 *PMS*, p. 4, and "Halloween Treat" lettering, Oct. 94 *PMS*, p. 22, were altered in Adobe Photoshop for this black and orange newspaper ad. The ad was laid out in QuarkXPress.

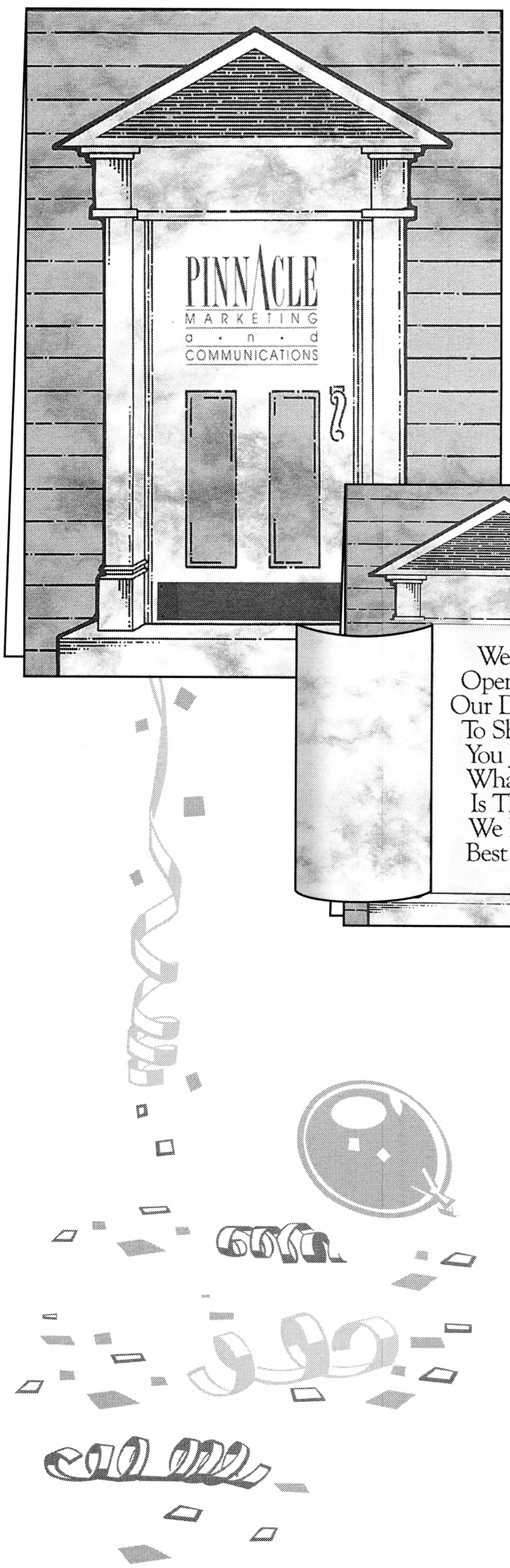
Case Histories

Ann Seeley

Art Director
Pinnacle Marketing & Communications
1418 Wall Ave.
Ogden, UT 84404

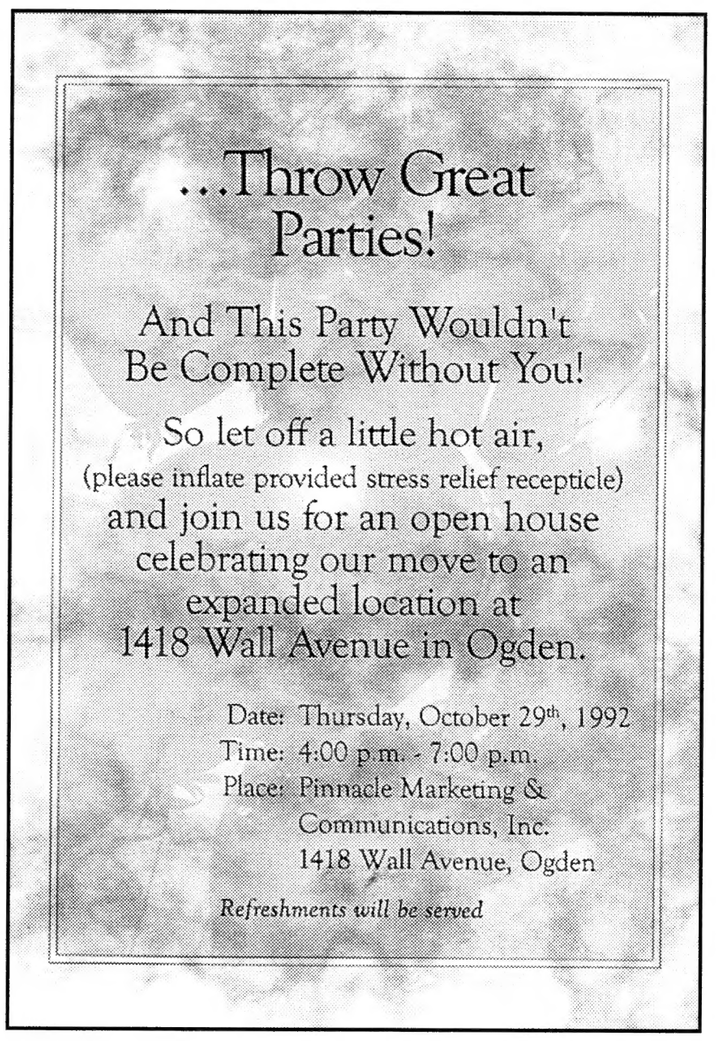
A Christmas wreath was removed from the Dec. 87 *PMS*, p. 24, door and details were added for this open house invitation. The staff hand-cut around three sides of the door on each invitation to allow the reader to open the door and see the copy. Seeley said, "This was a very successful invitation and we got a lot of positive comments. Thanks for making my job easier!" Printed in green and gold on a marbled cream card stock.

▼ Cover



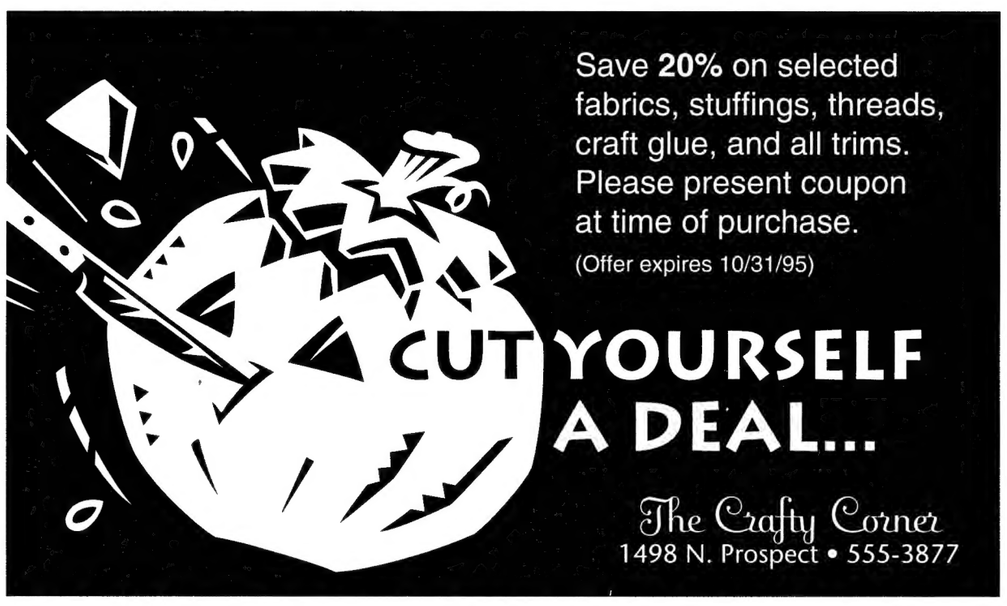
▼ Cover

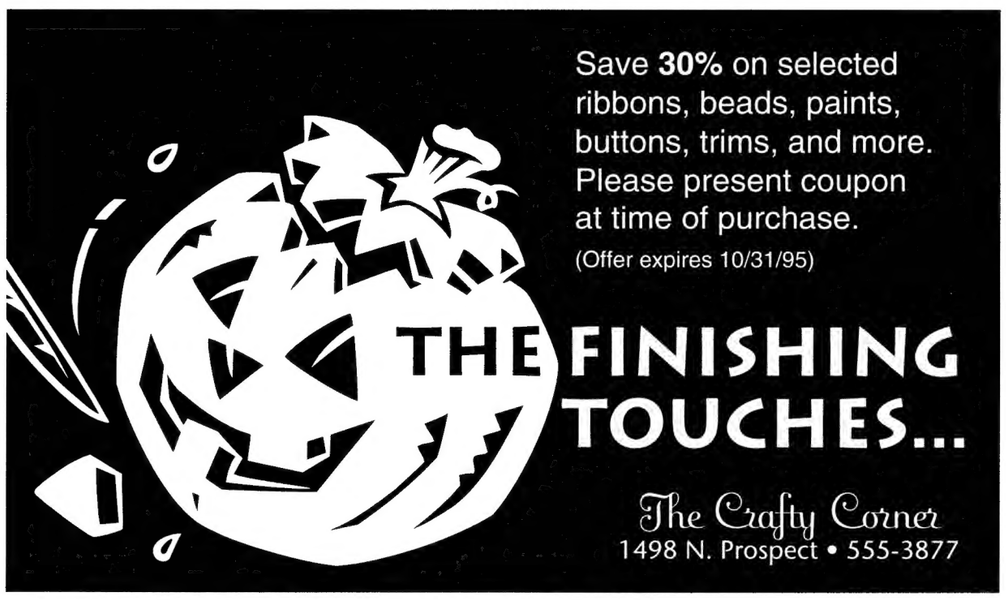
▼ Inside



For *PMS* Cover Story and Trade Show information please see the inside front cover of *Print Media Service.*

ROUND 'EM UP! A wide variety of *EPMS* art makes it easy to choose the perfect style for an ad series!



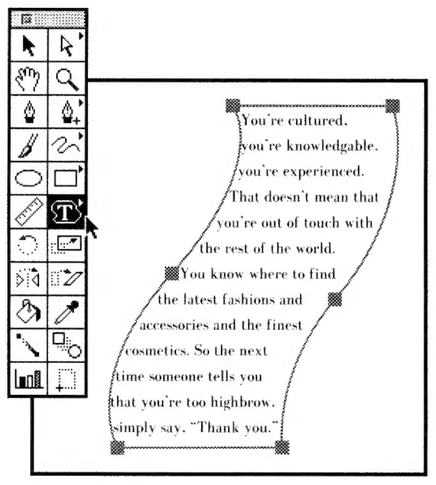


The jack-o'-lanterns on the ads above were isolated from the original art in a draw program and reversed. (To reverse the art in Illustrator, select the art and choose Filter, Colors, Invert Colors.) Elements were removed from the art to create room for one word of each headline.

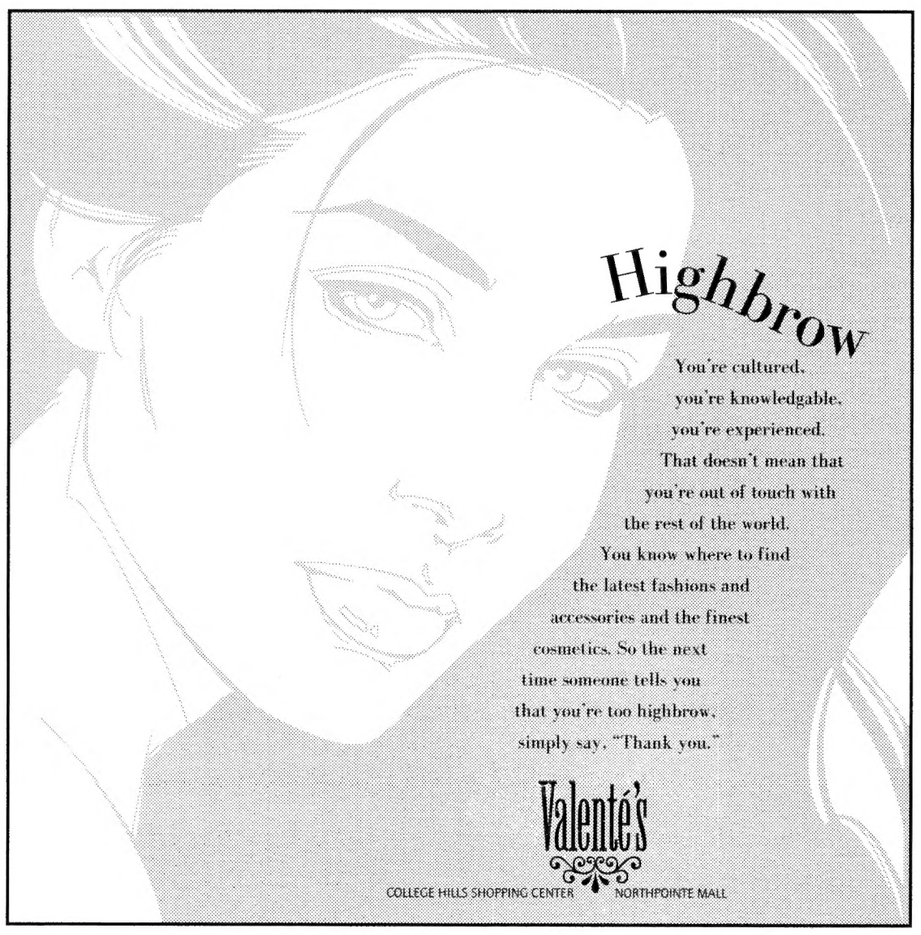
Want to create a successful series of ads? Consistency is the key — use the same art style, the same type treatment, the same color scheme, keep the dimensions similar, and position your logo in the same spot on all layouts.

The series featured on these pages all use art from this issue, but one of the benefits of being a subscriber is the ability to get art from past issues. Look through *Tearsheet* or Fetch catalogs to find the art you need.

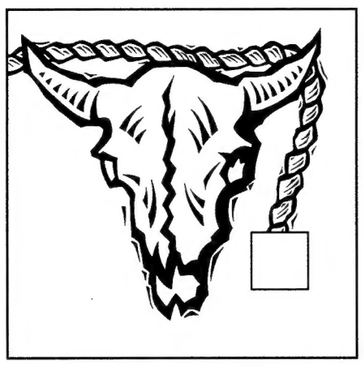
Found the perfect piece of art to start your series but can't find other images in a similar style? No problem. Use our services to search for and order what you need. See the following pages for further details. Pumpkins: 046F1095.EPS; woman with hair up: 087F1095.EPS; woman with hair down: 086F1095.EPS; woman in profile: 088F1095.EPS; rope border: 122F1095.EPS; horseshoe: 124F1095.EPS; badge: 126F1095.EPS; cow skull: 121SF1095.TIF; vampire: 048F1095.EPS; ghost: 051F1095.EPS; superhero: 049F1095.EPS.



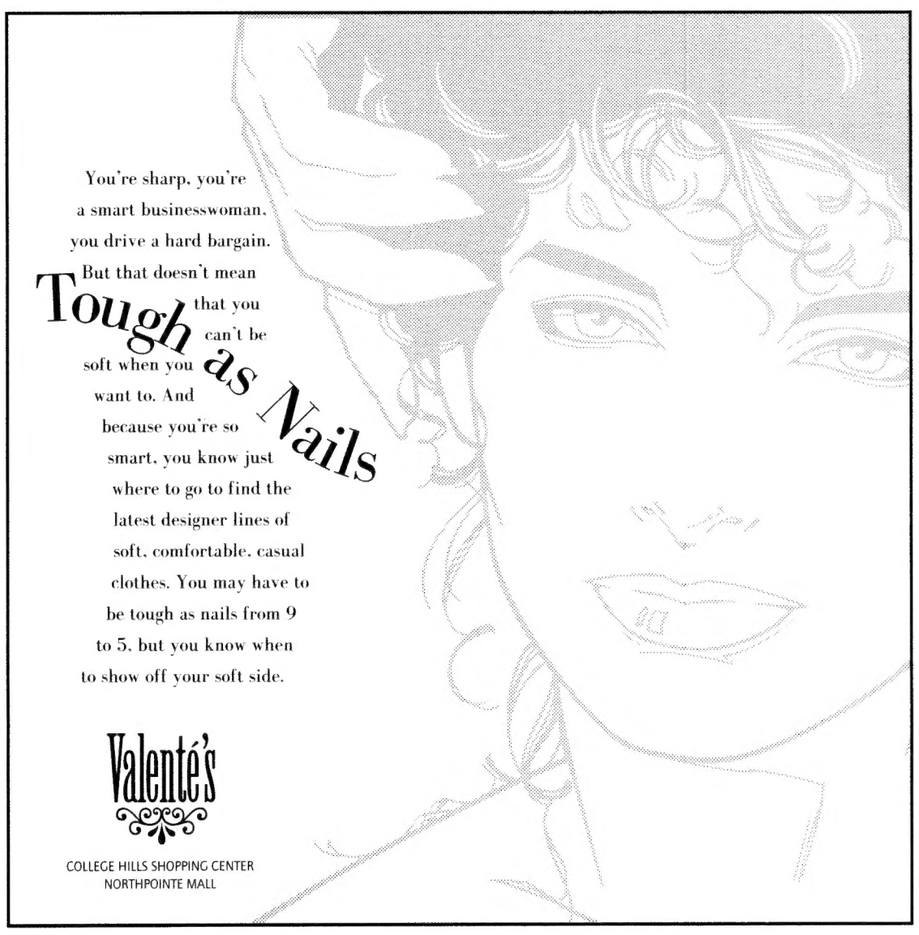
To create the "wavy" copy on the ads below and on the opposite page, the designer drew irregular boxes with Illustrator's pen tool, selected the Area Type tool (shown at right) and clicked on the contour where he wanted the type to begin.

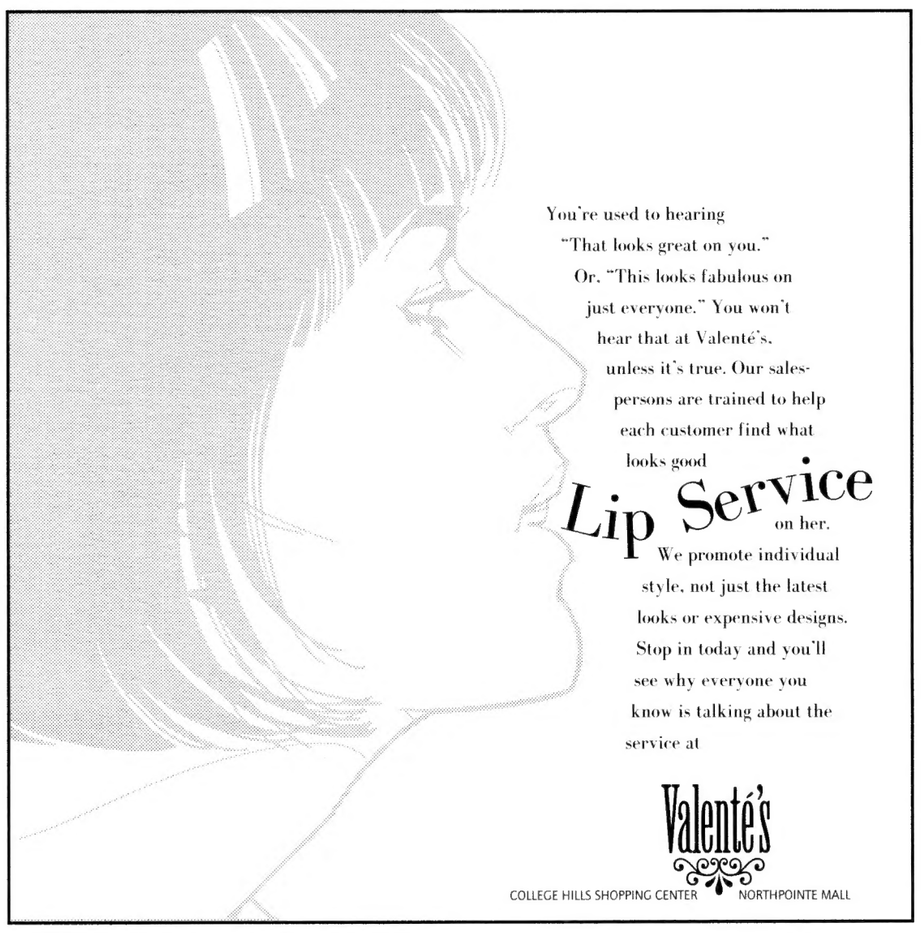


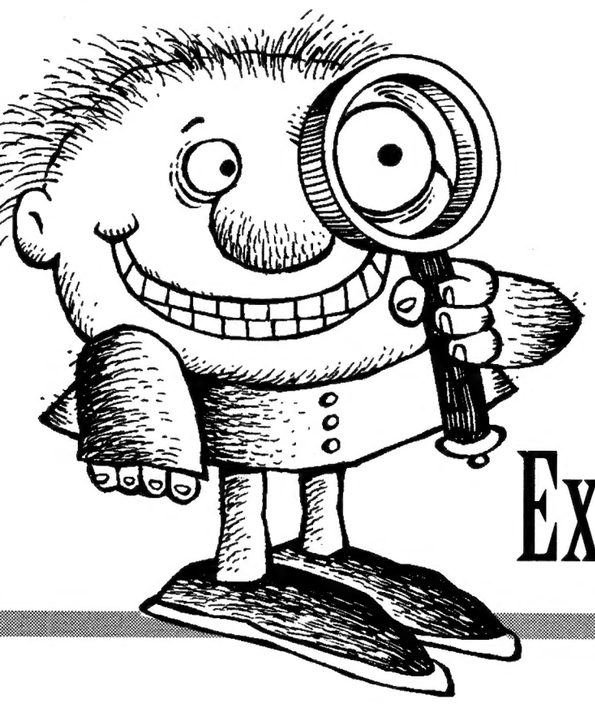
The designer drew the door and the tombstone framing the copy on the two ads at far left in a draw program. The bat, cat, and candy accenting the ads were isolated from each piece of original art, scaled in a draw program, and repositioned.



To add the TIFF cow skull to the EPS border used for the ad, far right, the designer isolated the skull in Photoshop. She erased the original rope and type (as shown above) and changed the mode to Bitmap with Transparent Whites checked. She placed the art in Illustrator and positioned white shapes behind it to prevent the rope from showing through.







Desktop Design

Explore the possibilities: Finding and ordering art from past issues

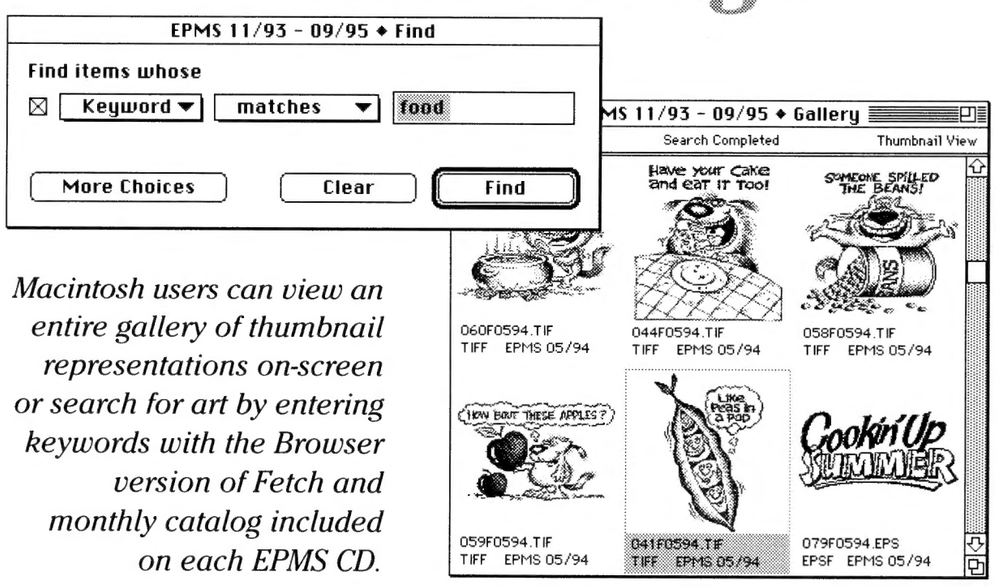
As an *EPMS* subscriber, you have immediate access to one of the world's largest clip art libraries. You can choose art from thousands of images on file in our art library. So if you want to find art to match a bunch of cartoon bananas (as our designer did for the ad series featured on this page), there are three easy ways to do it: **1)** Turn to your five-year cross-referenced *PMS* Index and explore the alphabetical subject listings. **2)** Use the Fetch Browser (available only to Macintosh users at this time) to search catalogs on CD. **3)** Call Art on Demand and ask our representative to conduct a search for you.

Cross Reference Index

The index contains an alphabetical subject listing of the last five years of PMS art. Under each category, you will find a detailed description of the art, a code for the art style, the month and year the art was printed, and a page number. Turn to the corresponding Tearsheet issue to find the electronic image number.

peaches, whole and sliced, jars, lids for home canning, R,
peanuts, animated, shaking hands, waving flag, C, Mar.
pears, eight, R, Oct. 94, Page 23
pears, two, animated, smiling at each other, C, Apr. 92,
pears, whole and half, R, Aug. 90, Page 23
peas, animated, peeking out of pod, "Like Peas in a Pod,"
peas, in pod, in bowl, R, July 92, Page 23
peas, in pods, on plant, S, Feb. 94, Page 10
peas, shelled in bowl, with pats of butter on top, peas in
Mar. 93, Page 23
pecan halves, in round tin, R, Mar. 93, Page 23
people eating popcorn, burgers, ice cream, drinking soda
background, PT, July 92, Page 8
people, at picnic, PT, May 94, Page 8
people, at tailgate party, SA, Sept. 93, Page 4
people, five, restaurant staff, Aug. 94, Page
pepper mill, fresh herbs, peppercorns, R, Feb. 93, Page 2
peppers, animated, wearing sombreros, dancing on large
Page 2
picnic basket, food, set out on tablecloth on ground, "Hav
Page 19
picnic, basket, bread, wine, cheese, on checkered cloth, S
picnic, people eating at long table, aerial view, PC, July
pie, cream, chocolate curls, R, Dec. 94, Page 23
pie, frozen fruit, R, Mar. 91, Page 23

Fetch Catalogs



Macintosh users can view an entire gallery of thumbnail representations on-screen or search for art by entering keywords with the Browser version of Fetch and monthly catalog included on each EPMS CD.

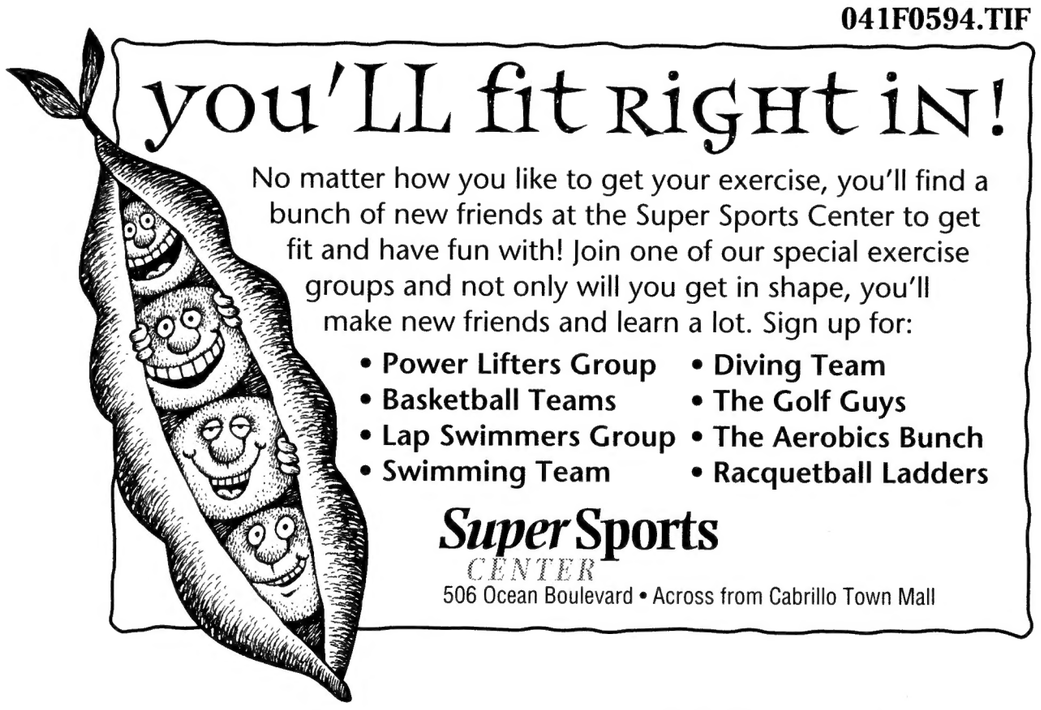
Find the number of the art you want and call our Art on Demand representative to order. Or tell us what topic and art style you're looking for and we'll look for you! You can receive your art on disk or by modem if the art was published after October 1992.

ART on DEMAND™

1-800-255-8800

January 95, p.24
108F0195.TIF

May 94, p.10
041F0594.TIF



November 93, p.24
092F1193.TIF

For the series above, the designer removed word balloons and lettering from the original art in Photoshop. She placed the images in Illustrator to add headlines, type, and borders. She applied the Roughen filter to make the borders match the loose, casual style of the art,

TYPE TALK

Pack it in: Make copy fit without cutting essentials

Say you're designing a brochure or newsletter for a client. The basic design has been approved and everything looks great. Then the client tells you she wants to add some copy.

You've got a few options — you can set the text in a smaller size (which may make it difficult to read), you can tightly kern the text and squeeze in a few more lines (which makes it difficult to read and usually looks bad), or you can try to get the client or the copywriter to edit the copy. This means cutting copy that the writer or the client may think is essential. Good luck.

If the copy absolutely cannot be cut, try using a condensed or narrow typeface (like Futura or Helvetica Condensed). If you don't like the look of the condensed sans serif faces, try substituting one serif face for another. All type sizes are not equal — 9 point Times takes up much less space than 9 point Palatino (see examples below). When choosing type, keep your readers in mind. If you're targeting seniors, any type smaller than 10 point may be difficult for the audience to read, and a large amount of text set in an extremely condensed face will scare any reader off. Separate the text into reader-friendly sections (if possible) and keep art to a minimum. Try to shorten a lengthy announcement or invitation into a basic who, what, when, where.

Working with excess copy in a newspaper ad is a different matter. You probably have a very small space in which to fit art, headline, copy, and logo. First, remind your client that a clean, simple, easy-to-read ad will stand out in a newspaper environment. If there's still too much text, stack your headline and run it down one side of the ad, use a condensed typeface, and if you have to, screen the art and run copy over it.

But suppose you have too much space and not enough copy ? (This rarely happens; if it does, don't get used to it.) Make your type a little larger and add leading, leave the margins wide, and use white space. In a newsletter or brochure, use subheads, pull quotes, dingbats and art to break up space.

9 pt. Palatino

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo con-

9 pt. Times

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

9 pt. Helvetica Condensed

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iri-

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0195.TIF.

- 001A0195.TIF: The first 3 digits identify the number of each image on your CD.
- 001A0195.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column ($2\frac{1}{16}$" or $4\frac{1}{4}$") layout including art, border and headline.
F: freestanding art: an illustration or heading. Freestanding art varies in size.
R: reflected freestanding image.
S: small TIFF ready-to-go ad at 2 columns ($4\frac{1}{4}$") wide.
L: large TIFF ready-to-go ad at 4 columns ($8\frac{5}{8}$") wide.
G: EPS ready-to-go ad at 3 columns ($6\frac{7}{16}$") wide.
P: grayscale photograph.
C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .
D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.
T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

- 001A0195.TIF: These digits identify the month and year of the issue.
- 001A0195.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

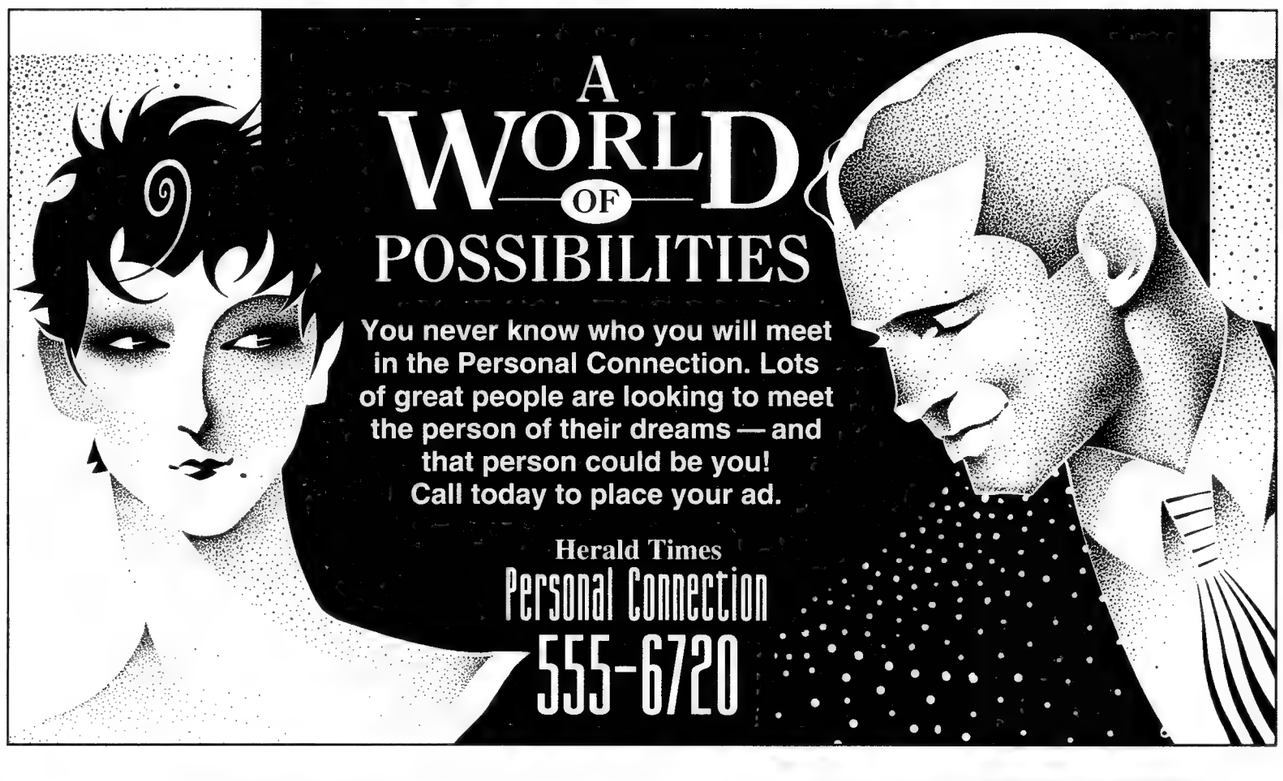
TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

STEPPIN' *with* Style

Get your fall wardrobe in gear with the hot fashion looks from your favorite designers. Find everything from coats and jackets to suits and dresses, plus great casual wear and exciting accessories to complete the look. During October, save an extra 10% on any item when you present this ad. Offer good thru 10/31/95.

345 S. Main
Mon.–Sat. 10–6

The Boutique



A WORLD OF POSSIBILITIES

You never know who you will meet in the Personal Connection. Lots of great people are looking to meet the person of their dreams — and that person could be you! Call today to place your ad.

Herald Times
Personal Connection
555-6720

DESIGNED with you IN MIND

Let us plan the perfect getaway just for you. Affordable vacation packages start at $500 per person. Call today to learn more about them!

ACME TRAVEL
555-7718

Women's Health Fair

Come explore advances in healthcare for women. Over 60 exhibitors will show you the latest ways to improve your eating habits, exercise routine, and attitude.

Saturday, October 14
Ashton Civic Center
10:00 a.m.–4:00 p.m.

You're Invited

Value is always in Style

Above, top right, right: One piece of art used in three unique layouts.

For "Value is always in Style" drop-in, art cropped to isolate female figure, Van Dijk D type added.

For "A World of Possibilites" ad, art cropped, figures separated, more white dots added to man's suit, black bar widened and made solid.

For "Spray on the Savings" ad, hand with bottle lifted from art, May 94 *Print Media Service* "Savings" lettering added.

WINTER Wonders

...to warm you up – deliciously!

Whole Bean Flavors
Chocolate Amaretto .....$2.99/lb.
Cinnamon Hazelnut .....$3.99/lb.
Chocolate Raspberry .....$3.99/lb.
French Vanilla .....$2.99/lb.

Tea Blends/6 pack
Cinnamon .....$1.99/lb.
Orange Pekoe .....$1.99/lb.
Lemon Pick-Me-Up.....$2.99/lb.
Raspberry.....$2.99/lb.

Hot Cocoa Packets/Singles
Chocolate Mint .....59¢ ea.
Chocolate Amaretto....69¢ ea.
Chocolate Orange .....59¢ ea.

The GROUND GOURMET
518 N. Main • M–S 8–8

"SAVINGS" MAY 94 PRINT MEDIA SERVICE

Spray on the *Savings*

10%–25% OFF

every day on all brand-name women's and men's colognes. We save you more!

Variety Discount & Drug
457 Vine St. • Open 24 hours

12 HOUR SALE

We need to make room for the new winter merchandise. Shop from 9 to 9 this Saturday and take an additional

25% off

the prices of all previously reduced merchandise in stock. Be sure to shop early for the best selection.

Saturday, October 7

Bergan-Sax

• Meridian Square • Southwick Mall • Parkway Mall

Change of Seasons

SAVINGS

Mother Nature is adding brilliant new colors to her fall wardrobe and now you can, too!

Through Saturday, take advantage of super savings on selected fall fashions for your entire family. Prices are reduced up to 40% on coats, suits, dresses, and more.

SALE $14.99, Reg. $18.99
Women's cotton turtlenecks, size S–XL

SALE $24.99, Reg. $28.69
Men's cotton dress shirts, size 15–18

SALE $35.99, Reg. $43.99
Women's rain coats, size 6–22

SALE $15.99, Reg. $20.89
Boys' five-pocket denim jeans, size 3–13

SALE $16.89, Reg. $22.69
Girls' cotton novelty sweaters, size S–L

bloomingtons
784 Starr Drive M–S 10–9

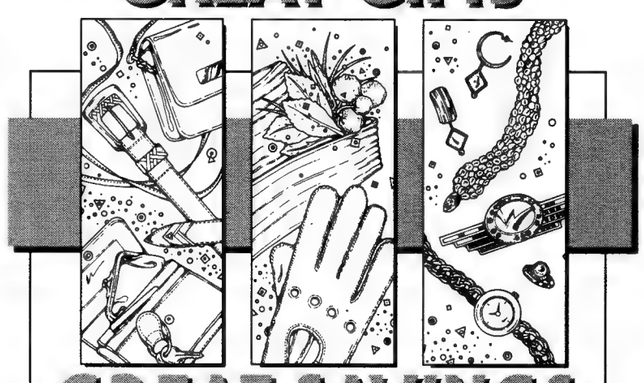
get the LOOK you want

The Salon
Sunnyslope Centre
555-4636 • Mon.–Sat. 8–7

LOOK YOUR BEST

COUPON	COUPON	COUPON	COUPON
SAVE 10% on your next dry cleaning order. Expires October 31, 1995.	SAVE 15% on your next shirt laundering order. Expires October 31, 1995.	SAVE 20% on any men's suit dry cleaning order. Expires October 31, 1995.	SAVE 25% on any clothing storage order. Expires October 31, 1995.
Rothwoods Professional Dry Cleaners	Rothwoods Professional Dry Cleaners	Rothwoods Professional Dry Cleaners	Rothwoods Professional Dry Cleaners

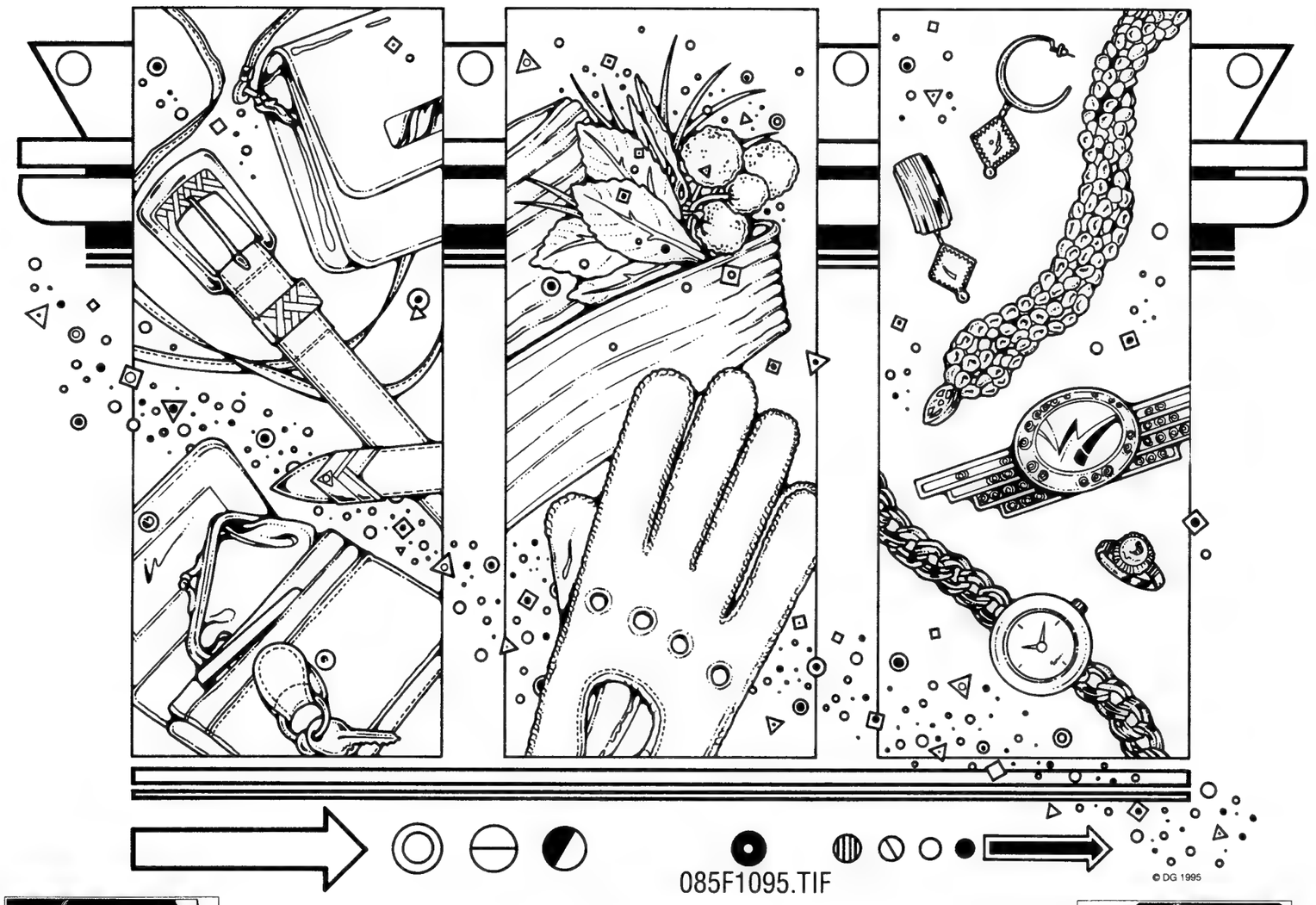
GREAT GIFTS



GREAT SAVINGS

This week only, get great deals on earrings, hats, bracelets, belts, necklaces, watches, purses, pins, and more. Through Saturday, buy one item and get a second item of equal or lesser value for half price!

Accessories & More
Meridian Park Square • Open daily 9–9



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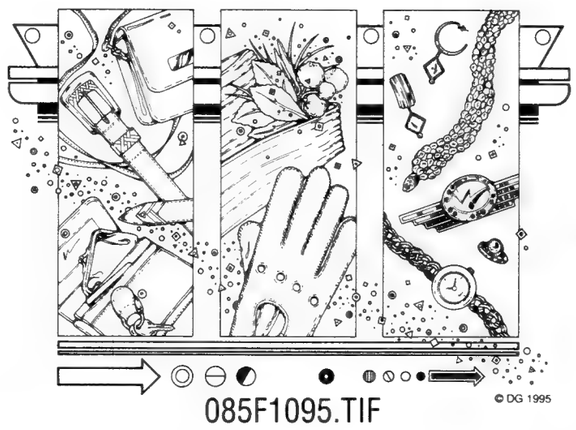

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"FRIGHTFULLY" JULY 93 CLIPPER

It's Frightfully Affordable!

We've cast a spell over high prices...

Sale prices good through Sunday

We're slashing prices on every car in stock to make room for new inventory!

NEW 1995 Tonda Minivan
Dual air bags, anti-lock brakes, alloy wheels, air conditioning, sunroof, & power accessories
$23,975

NEW 1995 Texxus Merrit
Dual air bags, anti-lock brakes, leather interior, power group, concert sound system, sunroof
$28,940

These deals are so good they're SCARY!

Check out our Spooky Specials now

94 Kubla Khan 4 dr. $14,945
95 Tonda Placida 2 dr. $12,625
94 Texxus Wagon 4 dr. $21,855
95 Tonda Starr 2 dr. $19,395
94 Cord XTC 4 dr. $11,845
95 Tonda Exeter 2 dr. $15,395
94 Cord Z99 4 dr. $14,285
95 Tonda Zone 2 dr. $10,575
94 Geode Metra 4 dr. $20,535
95 Konno Zippy 2 dr. $9,485
94 Tonda Sedan SE 4 dr. $24,995
95 Konno Massa 4 dr. $8,195
94 Geode Presidio 4 dr. $16,635

NEW 1995 Konno Renata
Dual air bags, anti-lock brakes, leather interior, power group, concert sound system
$27,895

94 Gratton Deluxe ... $9,995
95 Crabbe Nebula ... $11,995
94 Montana Butte ... $12,775
95 Tonda Sector $8,445
94 Forrester Ridge ... $17,665
95 Piñata Pasa $14,355
94 Venus DeMilo ... $15,285
95 Tonda Kicker ... $21,975
94 Texxus Wagon ... $19,345
95 Konno Sportster ... $9,395
94 Cord Cirrus $15,745
95 Texxus Merrit ... $16,935
94 Tonda Sentry ... $24,525
95 Genghis Khan ... $12,335
94 Piñata Pueblo ... $18,625
95 Venus Zephyr ... $20,895

95 Geode Windy ... $17,275
94 Konno Valerio ... $21,495
95 Ryder Roadster ... $13,365
94 Ryder Minivan ... $15,855
95 Konno K7J $16,735
94 Texxus Wagon ... $19,995
95 Tonda Aria $17,855
94 Burnim XJ-5 ..... $15,975
95 Crabbe Buster ... $17,725
94 Venus Peon $18,995
95 Texxus Luxuria ... $20,525
94 Druid Mentor ... $19,935
95 Cord Minotaur ... $16,525
94 Druid Sedan SE ... $23,995
95 Konno Massa ... $14,545
94 Tonda Zone $13,525

Williamson Automotive

2193 N. Main • 311-555-9823 • Hours: Mon.–Fri. 8–8, Sat. 8–5

HALLOWEEN

We'll Treat You If You Trick Us!

You scare us with your costume and we'll provide

Drink Specials & Free Appetizers

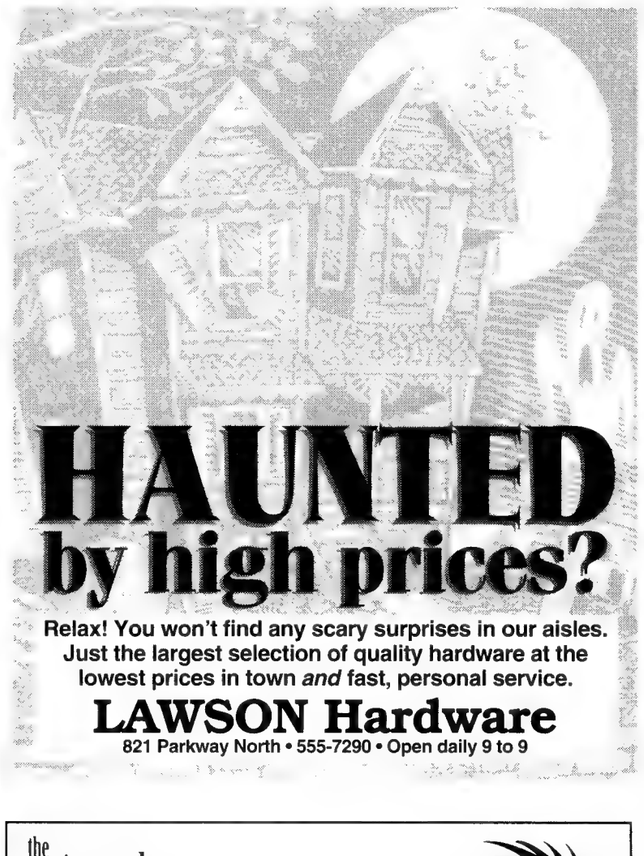
Come join us for our Halloween Bash!

$500 1st Place Prize
$250 2nd Place Prize
$100 3rd Place Prize

Saturday, October 28

DOWNTOWNER BAR & GRILL

5657 Sunnyland • 555-4636



HAUNTED by high prices?

Relax! You won't find any scary surprises in our aisles. Just the largest selection of quality hardware at the lowest prices in town *and* fast, personal service.

LAWSON Hardware

821 Parkway North • 555-7290 • Open daily 9 to 9

"BARGAINS" AUG 94 PRINT MEDIA SERVICE

Fill your bag with BARGAINS

Farm Fresh
HAM ..... **99¢/LB**
Lean Grade A
HAMBURGER .. **79¢/LB**
Fresh 'N' Tasty
SALMON **$1.79/LB**
BBQ Buddy
HOT DOGS **$1.29**
1 gal Dairy King
2% MILK **$1.89**
1 lb. Dairy Fresh
MARGARINE **$1.59**
10 lb. bag
POTATOES **$1.39**
1 gal. Beane's
FRUIT PUNCH .... **99¢**

Corner Market

First & Glen • 555-3411

HEADLINE OCT 93 PRINT MEDIA SERVICE

It's Our Treat

Here's a sweet deal! During the month of October, rent two of the top 300 movies at regular price and get your third rental free!

Offer good thru 10/31/95.

Ventura Video

732 Haviland • Open daily 10 a.m.–11 p.m.

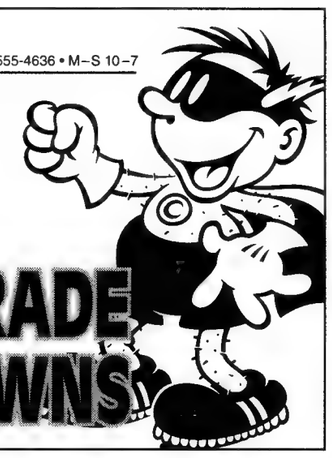
the costume shop

4572 S. Main • 555-4636 • M–S 10–7

Impress your friends with a super costume! Rent your costume by Friday, October 27, and you'll get

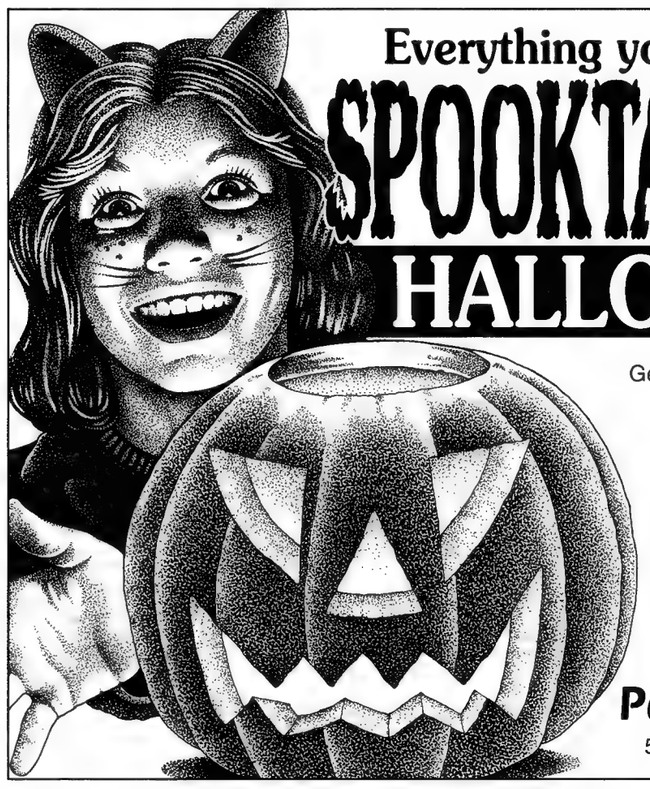
15% OFF

the cost of your rental. Offer not applicable to group rentals.



MASQUERADE MARKDOWNS

Everything you need for a SPOOKTACULAR HALLOWEEN



Get all your Halloween party supplies in one easy stop! You'll find decorations, costume rentals, masks, pumpkin carving kits, partyware, and so much more! Be sure to sign up for a free costume rental to be given away on Friday, October 27th.

Paper & Stuff

562 Brookside • 555-9034

Get ready for all the Little Monsters

Goody-Goody CANDY
$1.99 12 oz pkg.
Includes Mini Candy Bars, Butterscotch Bites, Root Beer Bites, Chocolate Bites, and Fruity Bites.

Check out the selection of Halloween lawn ornaments.

Set of eight
Scented Votives $1.49
Ceramic
Halloween Figurines $2.99
Variety Pack Halloween
Party Favors $2.49
30 ct. pkg. Halloween
Party Plates $2.29
60 ct. pkg. Halloween
Party Cups $1.99
30 ct. pkg. Halloween
Party Napkins $1.29
Acetco Complete
Pumpkin Carving Kit $1.89
Halloween
Table Decorations $1.39

Khaki Oil-Free
Liquid Foundation $3.99
Khaki Oil-Free
Pressed Powder $2.99
Perfect Skin
Facial Cleanser $2.59
Perfect Skin
Moisturizer $3.39
Shiny Hair
Shampoo $1.69
Shiny Hair
Conditioner $1.49
Dry-All-Day Solid
Antiperspirant $2.99
Floral Fantasy
Foaming Bath Oil $4.59

Halloween COSTUMES
Choose from a wide variety of classic monster and character costumes for toddlers, kids, and adults, plus stage makeup and lots of fun accessories!

Inflatable
Plastic Pumpkins $1.59
Non-toxic Kids'
Makeup Kits $1.99
Halloween Character
Fun Flashlight $2.29
Plastic Halloween
Treat Bags $1.19

Trick or Treat!

CARDS 20% OFF
Choose from our large selection of greeting cards from Feelings, Crazy Daze, and Fresh Ideas

Quantities are limited, so shop early for the best selection! This sale ends Saturday.

1 lb. bag
Cherry Chews .. 79¢
1 lb. bag
Choco Drops ... 99¢
1 lb. bag
Honey Bites ... 89¢
1 lb. bag
Candy Corn ... 99¢
1 lb. bag
Red Hots ... 79¢

Your one-stop shop for all your Halloween needs!

Vidmar Discount

2374 Bethany • Mon.–Fri. 9–7, Sat. 9–5

Come to our house for a REAL TREAT!

Present this coupon and get 10% off your total purchases.

10% OFF

Coupon not valid with any other offers. Offer expires 10/31/95.

Longe Fabrics 457 Jones St. 555-4520

Left, above right, right: Cute trick or treaters can stand alone in a variety of layouts, or they can be combined for added impact on a larger line listing ad.

Safety First

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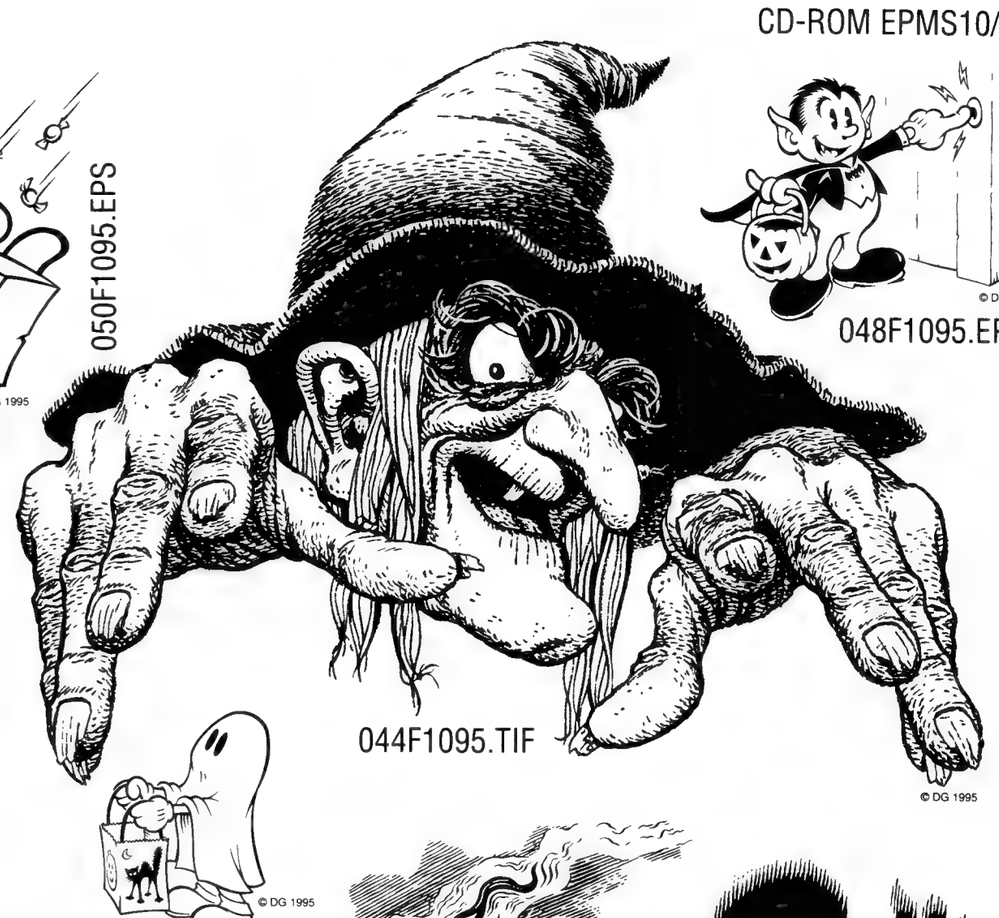

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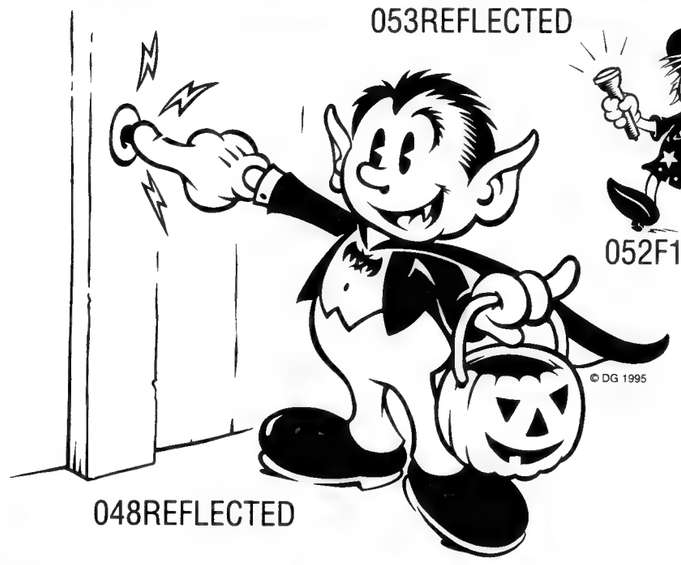

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Elwin Shoes

Sale

Buy One Pair Of Shoes At Regular Price, Get Any Pair Marked With A Red Dot For A Penny!

Leather Slip-Ons 20% Off

All Purses & Wallets 15% Off

STORE HOURS:
MON.- SAT. 9-9,
SUN. 11-5

134 N. Klifton Rd. • Ph. 555-9876

"1c SALE" FEB 94 PRINT MEDIA SERVICE

Cash In ON THE Savings

Generics Save You More Money!

100 ct. bottle
ASPIRIN $3.49

8 oz. bottle
COUGH SYRUP. . .$3.99

100 ct. bottle
IBUPROFEN $4.29

2 oz. Saline
NASAL SPRAY. . .$3.99

50 ct. bottle
COLD TABS. $6.59

50 ct. bottle
ALLER-TABS. . . .$5.49

Pharmacy Hours: Mon.–Sat. 9 – 9, Closed Sunday

All Major Credit Cards Accepted

WEST DRUGS
1235 E. Linden Rd. • 555-7895

BURST AUG. 92 CLIPPER

CARTER MERCHANDISE

SALE-A-BRATION

October 6th–8th

We'll Put A Smile On Your Face

20% to 80%

off selected merchandise in every department!

Arlington Silverware
4 place settings.....$31.99

Put-Away Canisters
4-piece set.....$19.99

At In-Store

Shop During Special SALE-A-BRATION Extended Hours
8 a.m. to 10 p.m.

HEADLINE FEB 93 PRINT MEDIA SERVICE

Wednesday, October 11th
Special early sale for Cardholders ONLY

Thursday–Sunday, October 12th–15th
Sale is open to the PUBLIC

Open 9 a.m. to 9 p.m. daily
We're located in Parkside Mall

BEAN DEPARTMENT STORE

SAle Secret

BALLOONS, CONFETTI OCT 92 CLIPPER HEADLINE JULY 92 PRINT MEDIA SERVICE

Grand OPENING Xavier Furniture

Come visit the area's newest and largest furniture showcase!

While you're here, enjoy free refreshments and be sure to sign up for a $1,000 gift certificate to be given away one day only!

October 21st
9 a.m. to 6 p.m.

Located in Raintree Center
1454 E. Arizona St.

Major credit cards accepted.

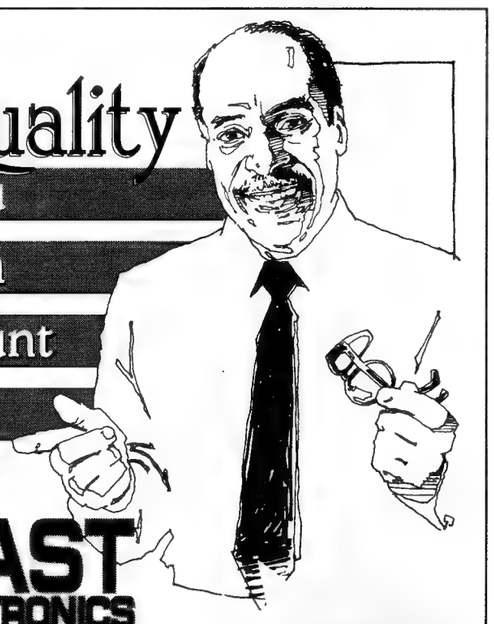
IT'S JUST TOO GOOD TO BE TRUE!

$10.99
Family Spaghetti Dinner Special
(Includes one gallon of spaghetti, salad, bread, and soda)
Monday and Thursday Evenings after 4:00 p.m.

Riley Family Restaurant
1423 E. Corrington Ave.

BURST AUG 92 CLIPPER

Quality You Can Count On



MAST ELECTRONICS
2002 S. Tenth St.

RONI 23-IN. TV. $299.99
Color TV w/stereo sound, remote control.

ALIA CD PLAYER. . . .$249.99
Portable CD player w/five-disc changer, remote control.

AJC CAR STEREO. . . .$98.99
AM/FM/cassette unit features six station presets.

ALIA BOOM BOX $178.99
Portable unit features dual tape deck, CD player, AM/FM.

BIG SCREEN TV. $578.99
XJK unit has stereo sound, remote control.

Our Lowest Price Guarantee means that if you find a lower price on an identical item at another store, we'll we'll beat that price by 5%!

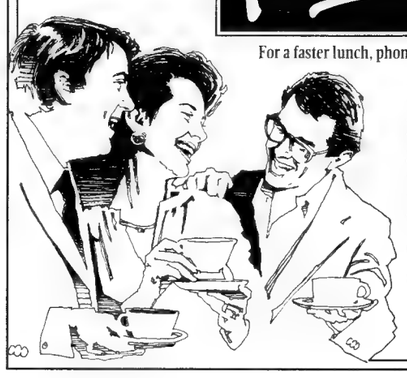
JKD Remote $10.99
Multi-function remote controls up to five units.

Video Rewinder $12.99
Videotape rewinder keeps your VCR in better condition.

JKD VCR $188.99
Multi-event recording function, remote control.

Every illustration or heading from a previous issue that's used in a demonstration piece is referenced next to the layout it's featured on. To order art from back issues of *Print Media Service*, call *Art on Demand* at 800-255-8800, ext. 129.

Take a Break



For a faster lunch, phone in your order at 555-7623.

During October, present this ad and get your choice of a FREE DESSERT with the purchase of any daily lunch special.

ELM ST Corner Cafe

HEADLINE OCT. 90 CLIPPER

JONES STATE BANK offers 3 New ATM Locations

SOMETHING TO Shout ABOUT!

#1
Sheridan Ave.
Next to Beane Department Store

#2
Warrington Shopping Center
In the Larke Road Parking Lot

#3
Campton Rd.
Just inside Dadio Grocery Emporium

For the Jones State Bank branch nearest you, phone 555-4587.

THIS WEEK ONLY

Psst...

Pass It On!

October 9th–14th

Get even more value with double coupons! We'll double the face value of both store and manufacturers' coupons for one big week.

You save more with us!

DOUBLE COUPONS

CHAD FOODS

132 E. LINDELL AVE.

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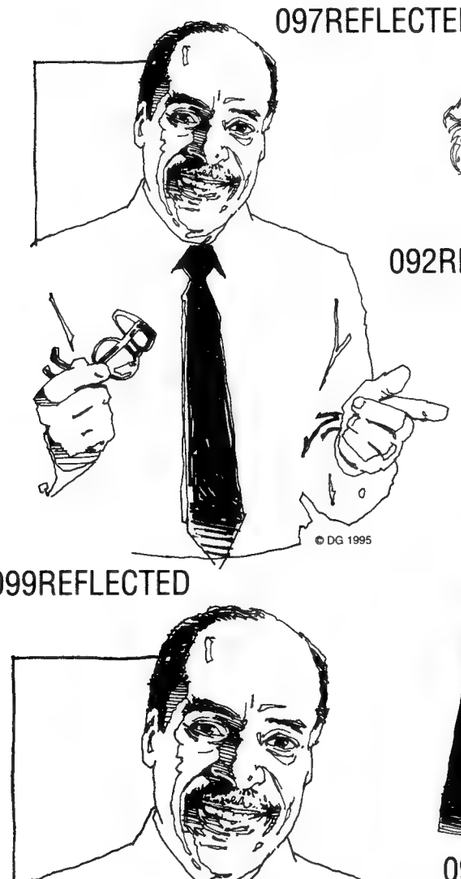
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SPEED

When you're in a hurry, see us for fast, top-of-the-line automotive service!

Looking for the best place to get scheduled auto maintenance done? That's easy. Just take it to the car care experts!

coupon

Oil & Filter Change for ONLY $18.99

Offer expires 10/30/95.

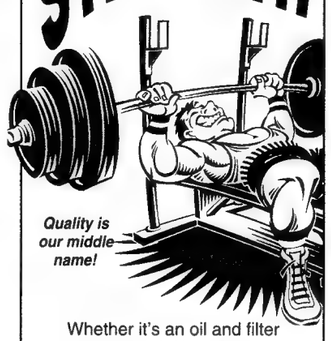
For quality service you can trust...

Insta-Lube

226 N. Peru • **555-LUBE**

Pump up your car's performance with quality auto services at affordable prices!

STRENGTH



Quality is our middle name!

Whether it's an oil and filter change, an air filter change, a complete lube job, or a tune-up, we do it fast, and we do it right!

Get your car serviced by appointment or get it done while you wait!

For quality service you can trust...

Insta-Lube

226 N. Peru • **555-LUBE**

When it comes to

Performance

we wrote the book!

Your trust and satisfaction is our Number One Goal! That's why we always give you a complete, detailed estimate before we make any repairs. And, that's why we make only the repairs that you have approved in writing, in advance.

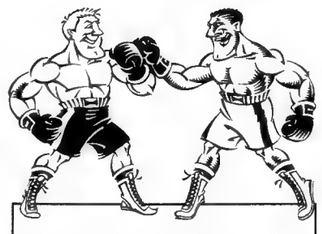
- *Oil Change*
- *Tune-ups*
- *Filter Change*
- *Lube Job*
- *Fast Service*

Stop in for a FREE estimate!

For quality service you can trust...

Insta-Lube

226 N. Peru • **555-LUBE**



Bring on the competition. We'll beat their best deals and give you the quality service you've come to depend on!

When the

Competition

gets tough, we get tougher!

Get all your auto service needs in one quick, convenient stop!

• Oil Change • Tune-Ups • Lube Jobs

coupon

Oil Change Special for ONLY $18.99

Offer expires 10/30/95.

For quality service you can trust...

Insta-Lube

226 N. Peru • **555-LUBE**

Too Much Weighing On Your Mind?

Get your finances under control before it's too late!

You *can* reduce your debts and save your credit rating. **Call 555-8976 to make your appointment.**

4501 University St. CONSUMER CREDIT COUNSELORS

On the go!!

Need some good food fast? Call now for speedy delivery!

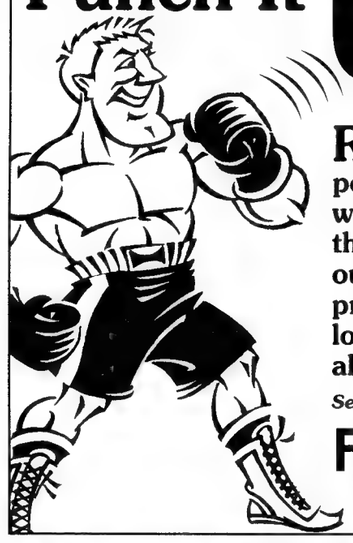
coupon

Get a large pizza with two toppings and one liter of soda for only $9.99

Offer ends 10/31/95.

Lisa Pizzeria 354 S. Chestnut **555-6534**

Punch It UP



Reach out to more potential customers with promotions that will knock them out! With our quality printing and super low prices, you're always the winner.

Service is our #1 priority!

RAPID PRINT 800 N. Sheridan 555-5500

WE'LL HELP YOU EVERY STEP OF THE WAY

Choosing the financial services you need is easier when you have help from the experts!

If you're tired of trying to decide which bank will best suit your needs, then you're ready for our personalized service and wide selection of convenient banking options.

- Five Banking Locations • Six ATM Locations
- Checking Accounts • Savings Accounts • IRAs
- Certificates • Home Loans • Multi-Purpose Loans
- Pisa Cards • Auto Loans • Home Equity Loans
- Money Market Accounts • Education Loans

Heritage Bank

345 N. Kirby • **555-3400**

Mon.–Fri. 8–6, Sat. 8–12

Catch More Than You Bargained For?

Save now on all the cold and flu remedies you need to feel better fast!

BUY ONE, GET ONE FREE SPECIAL

Purchase one cold or flu remedy and get another one of equal or lesser value–free! This offer is good through October 31, 1995.

Potter Super Drug 510 S. Main • 555-7654

PERFECT your routine

With the hectic pace of life these days, it's almost impossible to find time to do your essential errands. Why not make life easier? Let us do them for you!

Errand Express

1828 Spring Valley Rd. • 555-3465

WINTER FUN HEADQUARTERS

20% OFF scarves & mittens

Find aisle after aisle of incredibly low prices on a fantastic selection of brand name clothing and sporting equipment!

Winter Fun Sale Days take place this Thursday, Friday, Saturday, and Sunday

Ski Sweaters

Choose from a large selection of colorful, classic styles for women, men, boys, and girls in 100% cotton and cotton/ramie blends.

Reg. $35–$45, now only

Aces Snow Board

Miss riding the waves? Then you're ready to experience surfing like you've never done it before–hitting the powder on a snow board!

Reg. $110, now only

Sunset Snow Skis

Quality skis for the whole family are on sale now. Space-age materials make these skis stronger, lighter, and more flexible than ever.

Reg. $200, now only

Hamett Ice Skates

The finest leather, tempered steel, and expert craftsmanship yield some of the finest ice skates anywhere. Available in Adult's and Children's sizes.

Reg. $65–$95, now only

Wooden Toboggan

Fun awaits you with this classic six-seat toboggan. Crafted from fine hardwoods, this toboggan will be handed down from generation to generation.

Reg. $85, now only

Kids' Iceman Snowsuits

Your child will stay warm and dry with these super snowsuit styles. They come in fashion colors and keep kids looking great on the slopes.

Reg. $65–$85, now only

Sale ends 10/31/95

Bensonville Sporting Goods

224 S. Chestnut • Mon.–Sat. 9 a.m.–9 p.m., Sun. 11 a.m.–6 p.m.

There's an easier way to get around this winter...

...it's the bus! The bus takes you everywhere you need to go quickly, safely, and affordably. Go grocery shopping, to a doctor's appointment, even visit family and friends the easy way. People aged 55 and over save with Plus Rider discounts!

Metropolitan Transit Authority Phone 555-5454

Winter Workout

The weather can't stop you now!

Complete indoor health club facilities mean you can work out any time of year.

- Indoor Running Track
- Full-Sized Swimming Pool
- Weight Training Facilities
- Low-Impact & Step Aerobics
- Racquetball & Tennis Courts
- Open daily 6 a.m. to Midnight

$95.99 gets you a six month membership!

Work out! Feel great!

Huntington Health Club 1104 S. Prospect • 555-8800

Where The ACTION Is

It's all happening here at the mall–antique shows, art and craft fairs, fashion shows, book fairs, the very best shopping in town!

- *55 Stores & Shops*
- *Six Movie Theatres*
- *Indoor Amusement Park*
- *Video Game Arcade*
- *Super Food Court*

Watch your local newspaper for listings of special mall events.

Hours: Mon.–Sat. 9–9, Sun. 12–5

SOUTHBROOK • MALL •

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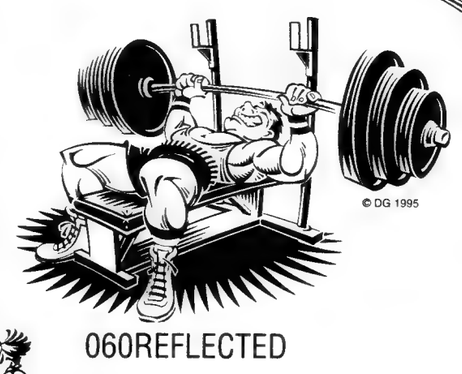

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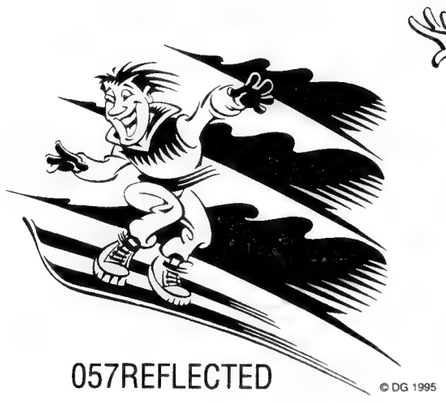

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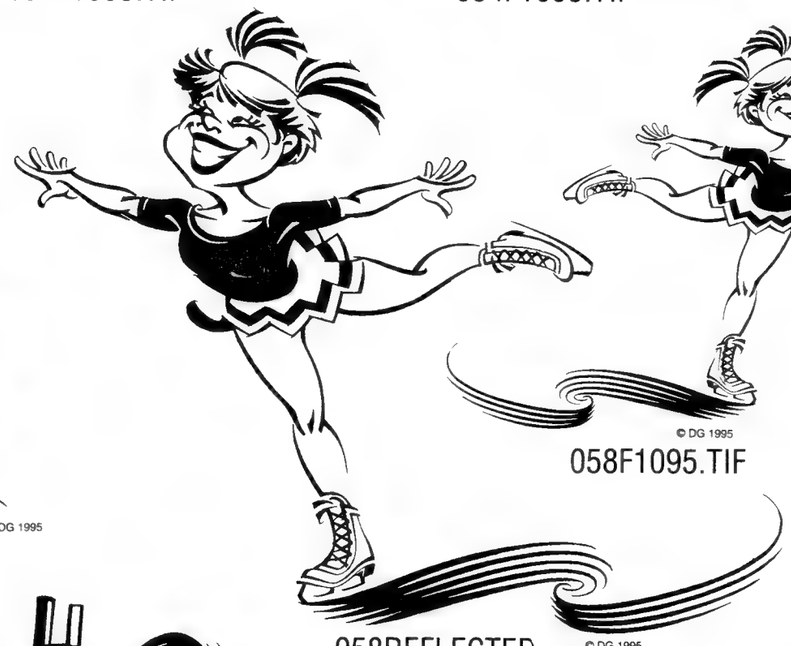

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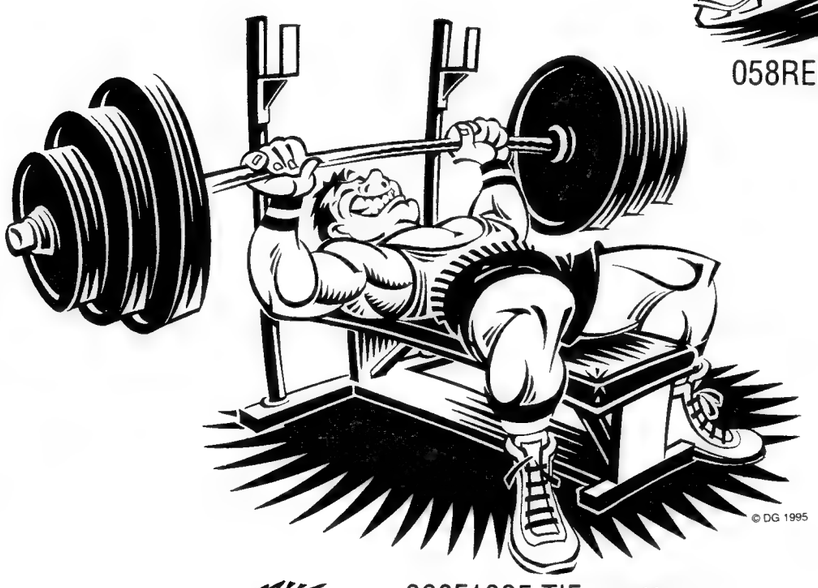

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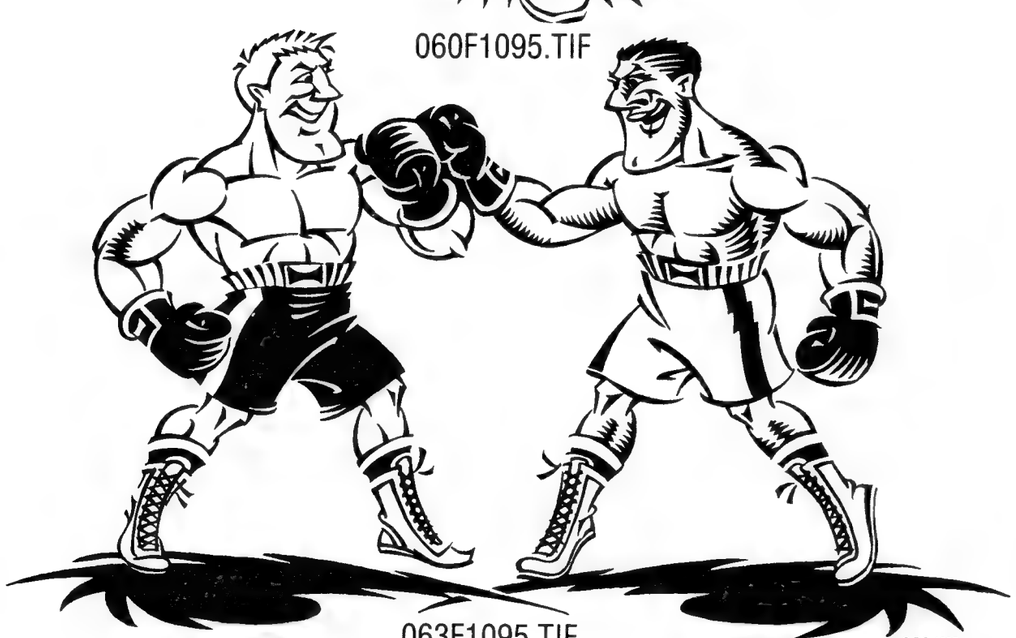

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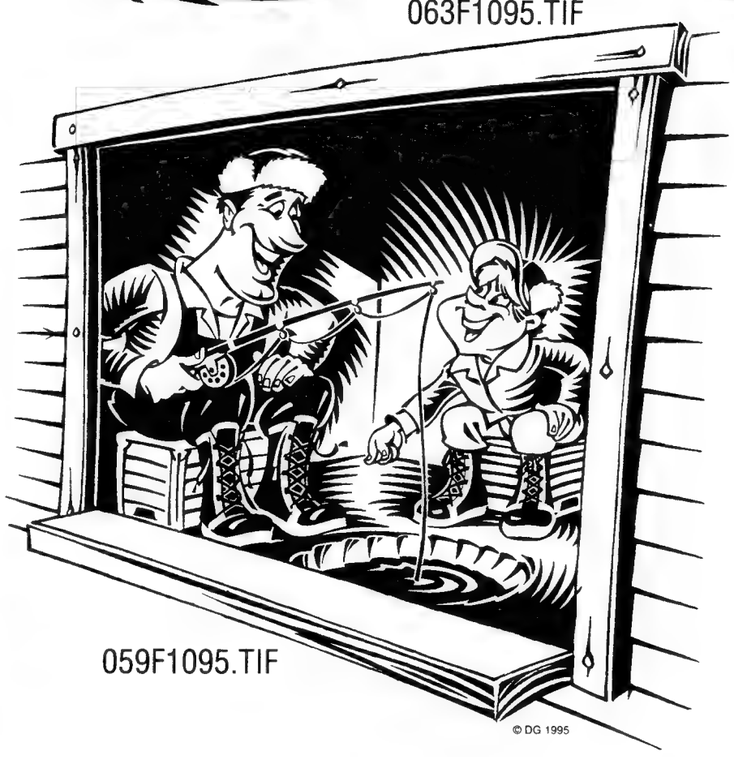

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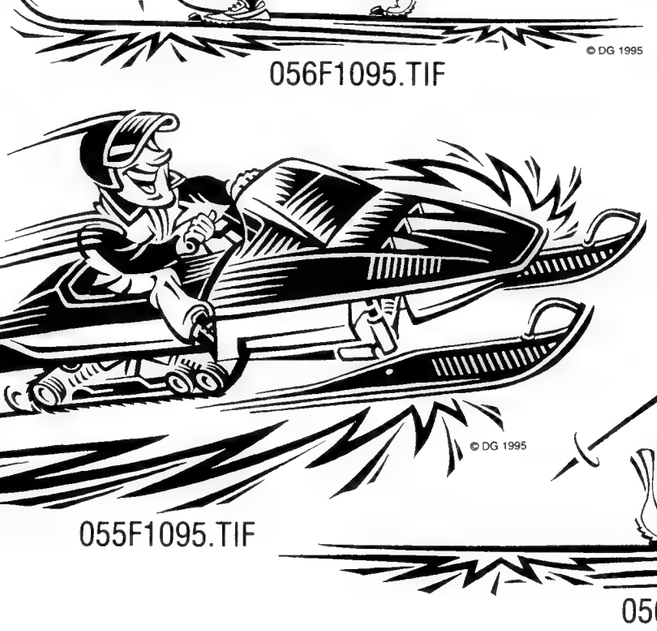

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HEADLINE APR. 95 PRINT MEDIA SERVICE

MARKDOWN Madness

take 25-75% OFF

ALREADY-DISCOUNTED MERCHANDISE

MAJOR CREDIT CARDS ACCEPTED

October 14 from 9 a.m. to 9 p.m.

G.P. OUTLET STORE

6895 S. Gratton Ln. • 555-3455

HEADLINE MAR. 93 PRINT MEDIA SERVICE

SMART SHOPPER Specials

Store Hours
Monday–Sunday
7 a.m. to 11 p.m.

This Week Only

Farm Fresh
Turkey Breast . . 99¢/lb.

Lean Grade A
Hamburger . . $1.09/lb.

Fresh 'N' Tasty
Salmon Steak . . 99¢/lb.

Barbecue Buddy
Hot Dogs $1.29

1 gal. Dairy King
2% Milk $1.89

8 oz. can Groves Frozen
Orange Juice . . . . . 89¢

1 gal. Beane's
Fruit Drink. $1.09

1 lb. bag Howdy's Frozen
French Fries . . . 99¢/lb.

1 lb. bag Gourmet Frozen
Mixed Veggies. . . $1.49

Mama Mia's
Frozen Dinners . . $1.79

12 oz. pkg. Sea Trade
Fish Sticks $1.39

Red Delicious
Apples . . . . . 79¢/lb.

10 lb. bag Baking
Potatoes $1.39

1 Head Fresh
Iceburg Lettuce . . . 99¢

Fresh Butternut
Squash . . . . . 89¢

1 lb. tub Dairy Fresh
Margarine. $1.29

1 lb. loaf Whole Wheat
Bread . . . . . 99¢

620 W. Madson St. **HARBOR GROCERY** 1345 E. Quaker St.

BURST AUG. 92 CLIPPER

STORE WIDE SAVINGS

20% OFF RED TAG ITEMS

10% OFF PINK TAG ITEMS

Children's Clothing

Size 6x–14
Girls' Knit Dresses. $12.99

Size 4–20
Boys' Denim Jeans $13.99

Size 6x–14
Girls' Raincoats. $16.99

Size 4–20
Boys' Turtlenecks. $10.99

Size 6x–14
Girls' Top/Pant Sets . . .$14.99

Size 4–20
Boys' Bomber Jackets . .$16.99

25% OFF GREEN TAG ITEMS

Toys & Games

WeeTykes
Fun Bus $12.99

Play Tyme
Toy Tool Set . . $10.99

Tuff Stuff
Fun Trike $19.99

Fun 'N' Games
Checkers. $10.99

Fun 'N' Games
Imagineland . . $11.99

Play Tyme
Toss & Catch. . $14.99

30% OFF BLUE TAG ITEMS

Computers & Electronics

Veda Game System
1200x ProTeam . . .$169.99

Pinbendo Game System
XI-1000 C-Series. . .$169.99

Veda Game Cartridges
Fight Zone $39.99

Pinbendo Game Cartridge
Night Racer $39.99

Cardaco Junior
Starter Computer . .$269.99

Cardaco Junior
Program Disks $69.99

Shop early for the best selection. Quantities are limited. No rainchecks.

Movie Mania FREE

KIDS' MOVIE RENTAL with the rental of two new releases!

Present this coupon and get a free bag of popcorn. Expires 10/31/95.

Where quality and service are #1! Open 24 hrs a day, seven days a week.

SUPERMART

1543 W. Hausenstine Parkway • 555-2764

DO IT-YOURSELF SALE SEPT. 93 PRINT MEDIA SERVICE

DO-IT-YOURSELF SALE

BOARD BORDER JUNE 93 CLIPPER

GREAT WALZ
Latex Flat Paint
Sale $10.50
1 gal., Reg. $12.50

RUSTIC
Wood Sealant
Sale $10.95
1 gal., Reg. $13.95

HARDCORP
Power Staple Gun
Sale $17.49
Reg. $24.99

VANDERBERG
Screwdriver Set
Sale $8.99
Reg. $11.50

WARMUP
Fiberglass Insulation
Sale $16.89
1 roll, Reg. $21.99

the HOME CENTER
238 E. Parker, in Westfield Plaza
Monday–Saturday 8 a.m.–9 p.m.,
Sunday 9 a.m.–6 p.m.

FALL SPECIAL
KIDS' CUTS
$5.00
During October, bring your child in for a haircut and save $2 on our already low price. Appointment required.

Clip & save
BARBER SHOP
555-3536
3241 N. Redbud Ave. • Warrington Square

GLASSES, BOOK MAR. 93 CLIPPER

BASEBALL CAP, BASEBALL BAT, BASEBALL GLOVE, BASEBALL, FISHING ROD AND FISH, SOCCER BALL, SHOE, CANOE JUNE 94 PRINT MEDIA SERVICE

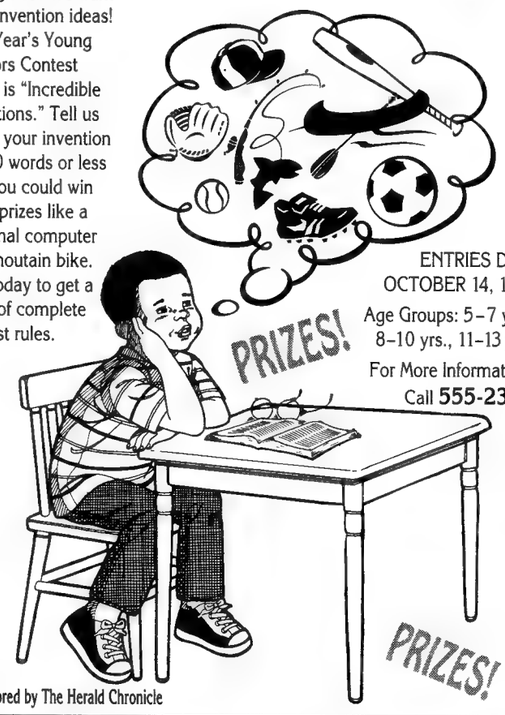
YOUNG AUTHORS CONTEST

6th Annual THE HERALD CHRONICLE

PRIZES!

put that IMAGINATION to work

Hey kids ages five through 13! We want your invention ideas! This Year's Young Authors Contest Topic is "Incredible Inventions." Tell us about your invention in 100 words or less and you could win great prizes like a personal computer or a moutain bike. Call today to get a copy of complete contest rules.



PRIZES!

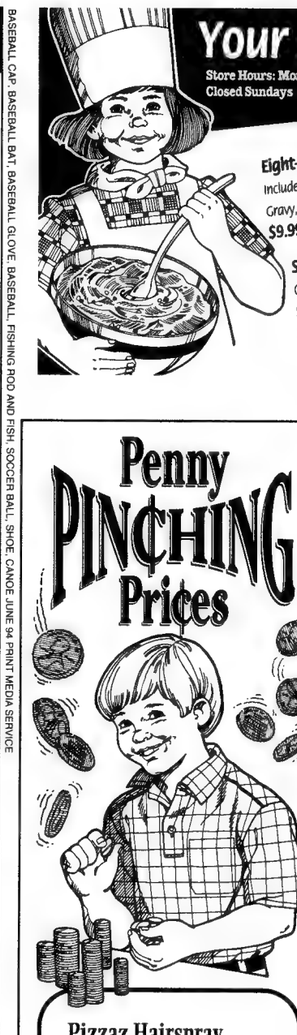
ENTRIES DUE: OCTOBER 14, 1995

Age Groups: 5–7 yrs., 8–10 yrs., 11–13 yrs.

For More Information, Call **555-2300**

PRIZES!

Sponsored by The Herald Chronicle



Your Recipe For Success

Store Hours: Mon.–Sat. 10–7
Closed Sundays

Carter Deli

Eight-Piece Chicken Meal
Includes Mashed Potatoes and Gravy, Cole Slaw, and Biscuits.
$9.99

Spaghetti Dinner
One Gallon of Spaghetti with Sauce and Italian Bread.
$9.99

Italian Beef Dinner
Serves four, includes Pesto Pasta, and Italian Bread.
$7.99

Beef Stroganoff
Serves four, includes Caesar Salad and Fresh Baguettes.
$9.99

860 W. Kline in The Plaza Shopping Center

HEADLINE APR. 94 PRINT MEDIA SERVICE PENNY APR. 94 PRINT MEDIA SERVICE

Penny PINCHING Prices

Pizzaz Hairspray
24 oz. pump . . . $2.29

Garbage Bags
100 ct. box $1.95

GroMo Fertilizer
1 lb. bag. $3.99

Emco Yarn
12 oz. skein. . . . $1.27

Modeling Clay
8 oz. can $1.00

Hill Variety
179 W. STREATOR RD.

"THE SCHOOL STOP" AUG. 93 PRINT MEDIA SERVICE "GRAND OPENING" BANNER MAY. 94 PRINT MEDIA SERVICE

The SCHOOL Stop

GRAND OPENING

OCTOBER 18TH
9 AM–5 PM

Come see the latest in school supplies, books, computer equipment, educational toys and games, learning aids, and art supplies. Plus, sign up for our Grand Opening Grand Prize Giveaway: a complete Veda Compumatron Computer Learning System valued at $700!

FREE BALLOONS

REFRESHMENTS

DOOR PRIZES

GAMES & CONTESTS

1423 E. Jasper • M–S 9–7 • 555-6500

"OH, BABY" JAN. 94 PRINT MEDIA SERVICE TOY BLOCKS SEPT. 93 CLIPPER

Oh, Baby

Have You Heard?

50% Off Selected Merchandise

BEST BABY

980 E. STARLIGHT • M–S 9–9 • SALE ENDS SATURDAY

HAVE YOUR

AND EAT IT

OCTOBER 15–21

2 for 1 SALE

1425 E. GRAFTON ST.
MON.–SAT. 9–9, SUN. 10–6

A DOLLAR DOES IT

The Rx for Good Health...

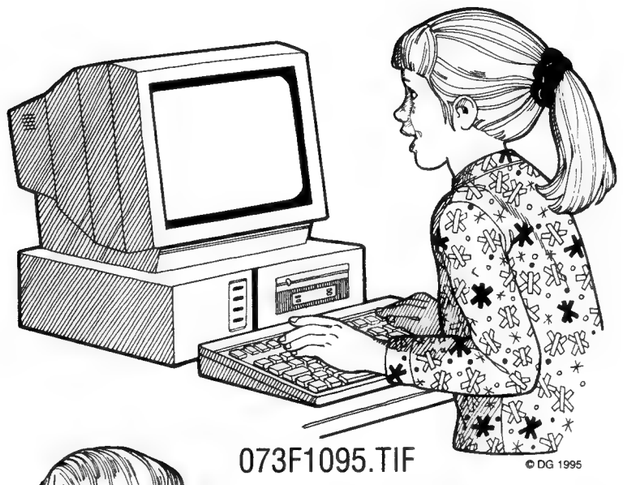
...A Family Membership to Fitness, Inc.!
What a deal! During October, you can get a complete family membership at 15% off the regular price!

Just $40 a month or $400 a year!

Recommended dosage: Low-impact aerobics, weight training, step aerobics, swimming, racquet ball, running, tennis, sauna, hot tub, and massage.

Fitness Incorporated
555-4500 7425 S. Rosemont
Call or visit us today to register.

Look at all of the art and lettering pulled from previous issues of *Print Media Service* and *Clipper* that's used in the demonstration layouts on this page. Every illustration or heading is referenced next to the layout it's featured on. To order art from back issues of *Print Media Service* and *Clipper*, call *Art on Demand* at 800-255-8800, ext. 129.



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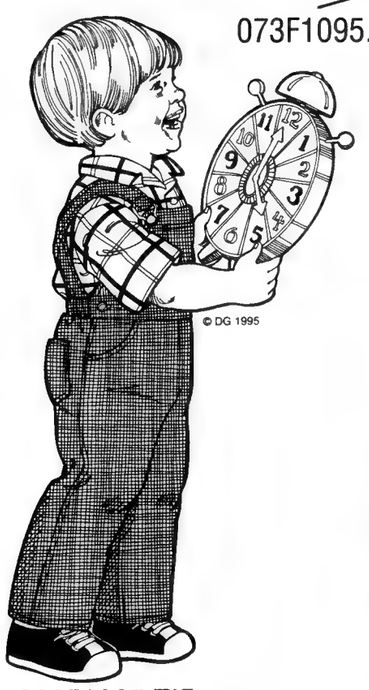

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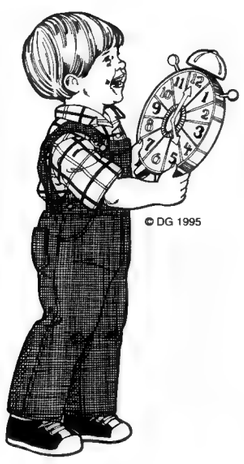

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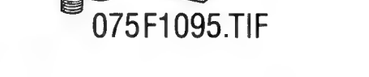

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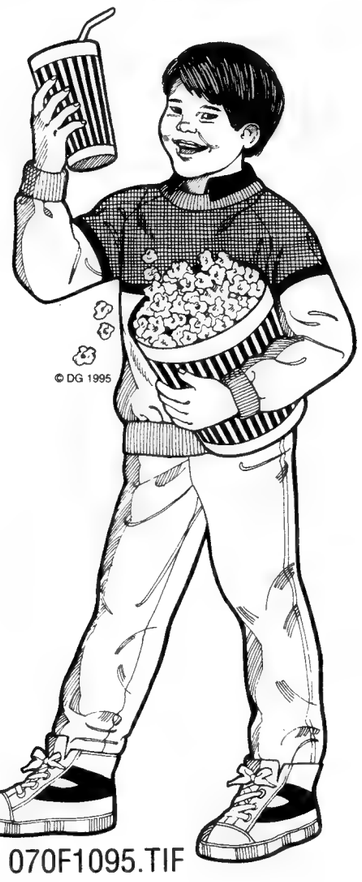

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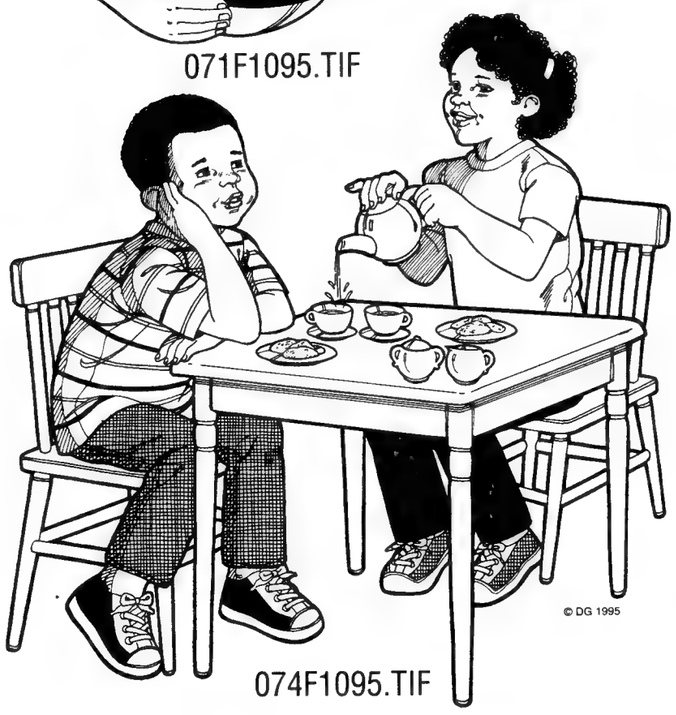

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NATIONAL 4-H WEEK SALE-ABRATION

FARM MART

SALE DATES October 1–7

LawnDude Riding
Lawn Mower
36" deck w/bagger
$927

FarmMart
Pine Bark
Nuggets or mulch
2 cu. ft. bag
$1.96

Tuffy
Feed Pans
Assorted sizes
15% off

Hardy
Steel Fence
50 ft. rolls
$77.96

ToolKing
Cordless Drill
5 bits included
$57.96

Kotts
Lawn Be Tuff
15,000 sq. ft. coverage
$17.96

Warmzall
Kerosene Heater
1,500 btu

Rancher
Work Jeans
5 pocket
$13.96

BURNED OUT ON COOKING?

Take a break and try one of our delicious specials!

Grilled Chicken
Seasoned breast fillet with salad, choice of potato $3.95

Pot Roast
Tender beef with mashed potatoes and gravy, salad .. $4.85

Flounder
Deep-fried fillets with salad and choice of potato $5.85

Ham Steak
Grilled, honey-cured ham, salad, choice of potato $4.85

Beef 'N' Noodles
Beef tips with mushroom gravy, noodles, salad $3.85

Korner Kafe
730 E. Main • 555-4321

BURST JAN 94 PRINT MEDIA SERVICE

Deli Specials

Treat yourself to some delicious delicacies!

Edel Baby
SWISS/lb $4.85
Smoked Breast Of
TURKEY/lb $3.85
New Yorker
SALAMI/lb $3.85
Italian-Style
ROAST BEEF/lb .. $5.85
Three-Bean or Macaroni
SALADS/lb $1.85
Honey-Cured
HAM/lb .. $4.85

Weinz Deli
512 Center St.
M–S 8–7

COLUMBUS DAY SALE

2 DAYS ONLY!

October 9th & 10th

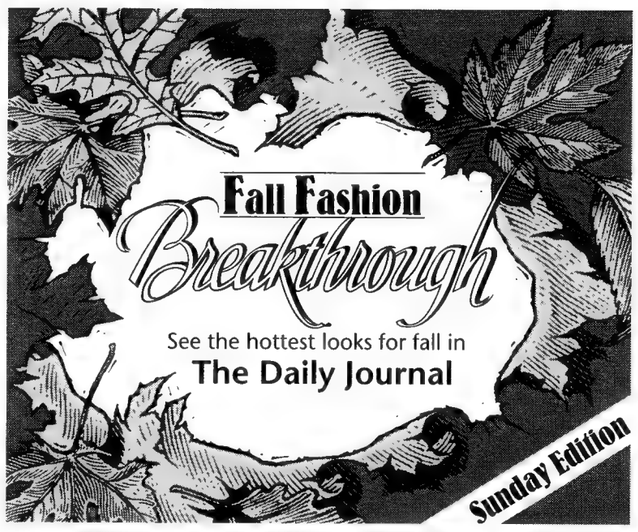
Men's Wrinkle-Free DRESS PANTS 20% off Men's Reg., Big & Talls

Men's Mavis SPORT COATS 20% off Men's Reg., Big & Talls

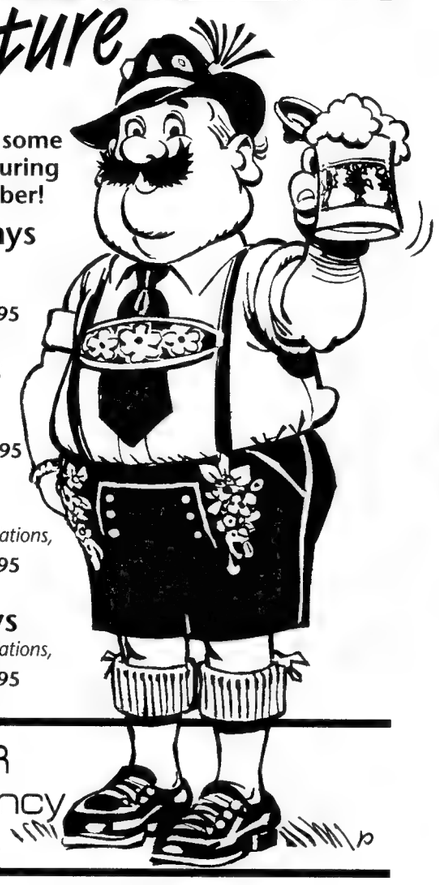
Men's 100% Cotton POLO-STYLE SHIRTS 20% off Long or Short Sleeve Men's Reg., Big & Talls

Selected Fall OUTERWEAR 20% off Men's Reg., Big & Talls

Benz Men's
Beech Plaza
M–S 9–9



WILLKOMMEN to Adventure



Take advantage of some special getaways during the month of October!

Germany/5 days
Includes luxury accommodations, meals, and airfare. $3009.95

Poland/5 days
Includes luxury accommodations, meals, and airfare. $2999.95

Italy/4 days
Includes luxury accommodations, meals, and airfare. $4899.95

Europe/10 days
Includes luxury accommodations, meals, and airfare. $9599.95

SEAMOR Travel Agency
555-7524

OKTOBERFEST Values

BORDER OCT '92 PRINT MEDIA SERVICE

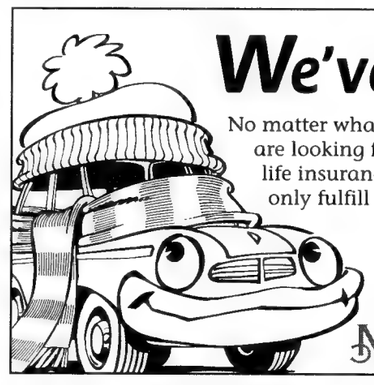
SAVE 20% on all rakes and waste bags

SAVE 30% on all plastic partyware

SAVE 50% on all previously reduced items

12 oz. skein Benco **Acrylic Yarn**	89¢
Ass't. Grapevine **Wreaths**	$2.25
12-pack Hot Stuff **Glue Sticks**	$1.25
15 ct. pkg. Sewing **Needles**	$1.00
Selected **Elastic/yd.**	$1.50
Selected **Trims/yd.**	$1.00
Selected Pogue **Patterns**	$2.50
Six spools Cotton **Thread**	$1.00
100 ct. Sturdee **Paper Plates**	$1.00
100 ct. Sturdee **Napkins**	89¢
Four-roll pkg. Ecmo **Toilet Paper**	$1.10
12 oz. Cleanzall **Dish Soap**	99¢
15 oz. box Brighton All Cleanz **Detergent**	$1.45
12 oz. pump Holdzit **Hair Spray**	$1.39
10 oz. bottle Shiney **Shampoo**	$1.69
10 oz. bottle Shiney **Conditioner**	$1.59
Curly Lash **Mascara**	$2.39
Beaute Matte **Foundation**	$3.55
Beaute Matte **Blusher**	$2.25
12 oz. Clean Skin **Cleanser**	$3.45
12 oz. Clean Skin **Toner**	$3.25
8 oz. Clean Skin **Moisturizer**	$4.25
Tuff Nailz **Nail Polish**	$1.39
12 oz. solid Protex-U **Deodorant**	$2.45
Steel Blade **Spade**	$3.80
5 lb. bag GreenGro **Fertilizer**	$4.90
Steel Blade Hedge **Trimmer**	$5.90
1 lb. bag OldTyme **Hard Candy**	$1.35
1 lb. bag MiniMax **Candy Bars**	$1.50
1 lb. bag Krunchee **Snack Chips**	99¢
1 liter bottle Fizzy **Soda**	99¢

Vidmar Variety • 7256 N. Highland Ave. • 9–7 Daily



We've Got You Covered

No matter what your insurance needs may be, we have just what you are looking for. Whether it's comprehensive auto, home, health, or life insurance coverage, we offer a wide variety of policies that not only fulfill all your requirements but *also* fit your budget to a "T."

Call or visit our 3190 South Hampton Place offices for your no-cost, no-obligation insurance coverage evaluation. It's the smartest move you'll ever make!

MURPHY CASUALTY COMPANY • 555-9812

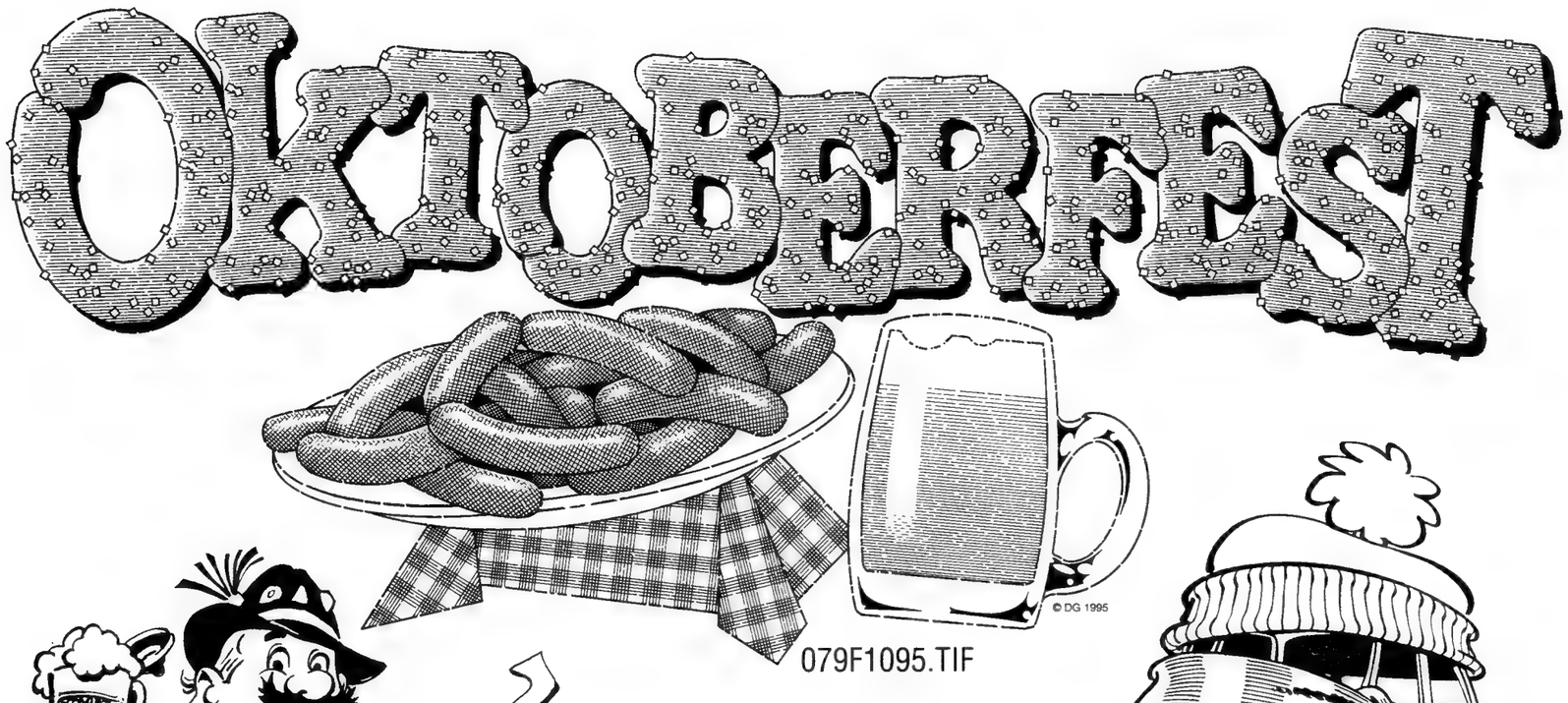
Don't Let Your Dreams Go Up In Smoke

Please play it safe at home by practicing these fire prevention techniques.

1. Install fire extinguishers and battery-operated smoke detectors on every floor of your home.
2. Make sure all electrical appliances, electrical wiring, and electrical cords are in working order.
3. Educate your family about fire safety and prevention, including creating escape routes and conducting fire drills. Teach your children not to play with matches or lighters.

Call today to schedule a free home safety analysis and get a kitchen fire extinguisher as our gift!

Cheltingham Fire Equipment 1756 W. Huron • 555-3990



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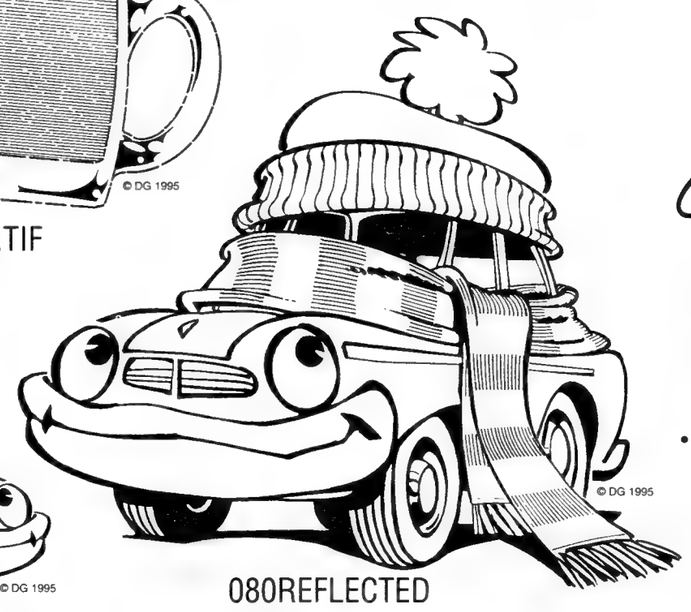

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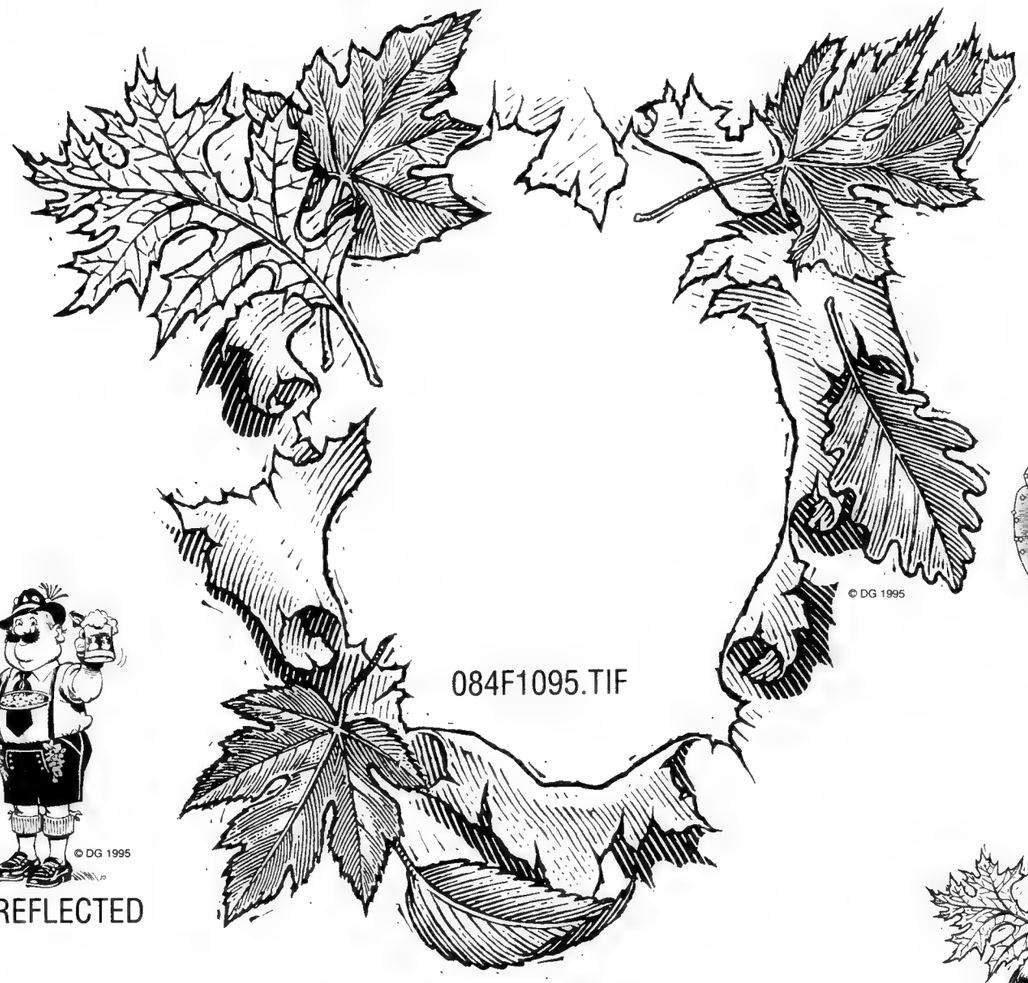

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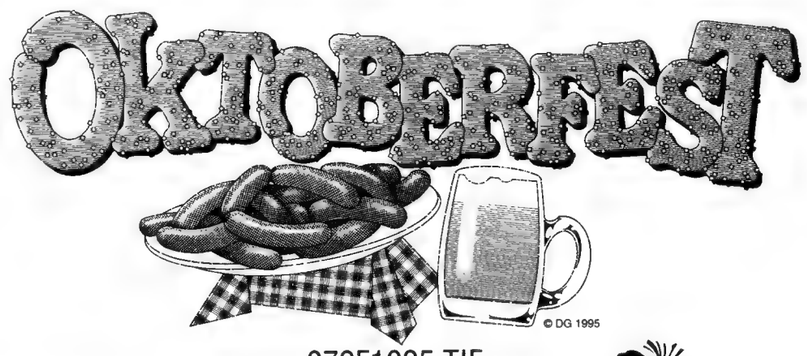

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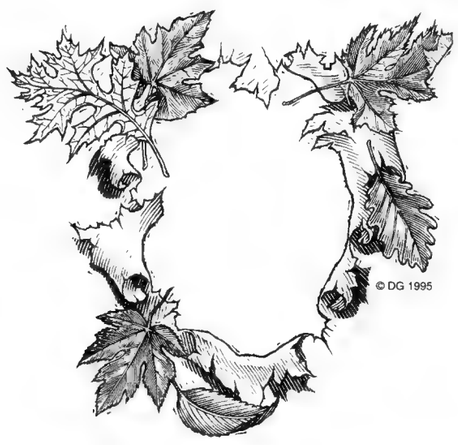

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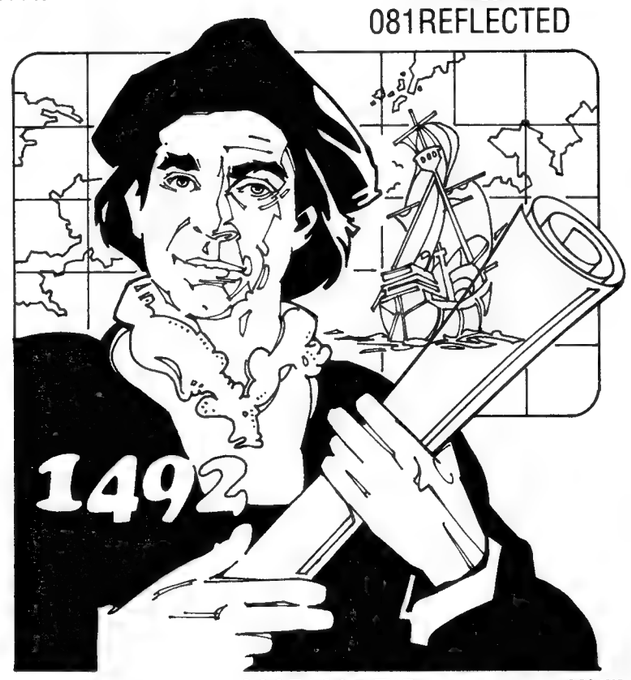

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Note: Numbers identify images for Electronic PMS subscribers.

EVERYTHING'S *on Sale!*

Save Up To 50% On Any Pair Of Shoes Or Boots In Stock

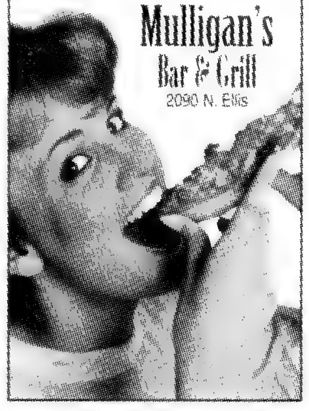
This Friday, Saturday, and Sunday, get quality footwear for the entire family and save during this incredible sale.

• Glynis • Little Miss • Carola • Mr. Richards • Angelo • Nicki J. • Tenth Avenue • Casual Kids • Playtime Pals

Kendell Shoes
Lower Level • Willow Hills Mall

Post-Game Party!

After the game, bring the gang in for our super drink specials, delicious food, and friendly atmosphere.



Mulligan's Bar & Grill
2090 N. Ellis

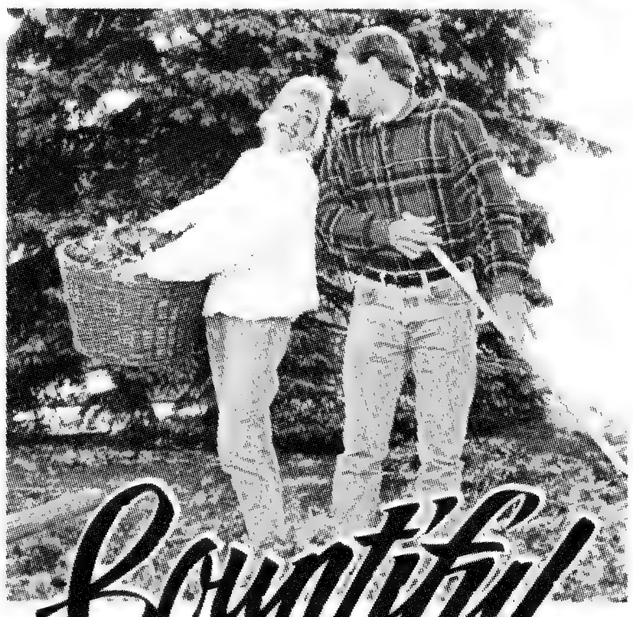
TAKE YOUR PICK

AND SAVE

Harvest Great Bargains At The Fall Clearance Sale

Get set for autumn with super savings in every department. Craft supplies, cosmetics, sewing supplies, fabrics, toys, seasonal decorations, gift items, and more are on sale through Saturday.

PROSPECT VARIETY
2249 N. Prospect • Mon.–Sat. 9–6, Sun. 11–5

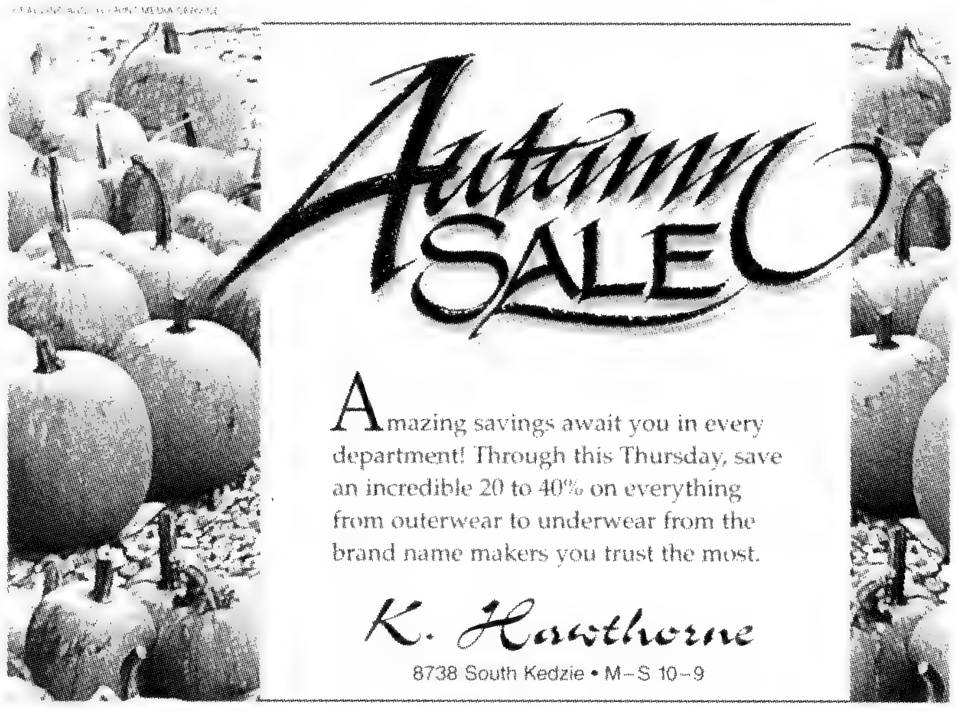


Bountiful Bargains

Clean Up With These Fall Specials

Green & Weed Fertilizer.....	$3.99	8 ct. Assortment Flower Bulbs...	$2.99
40 ct. Box Sturdee Lawn Bags.....	$2.99	1 Reel Heavy Guage Trimmer Line...	$3.99
Window And Door Insulation Kit ..	$8.99	Comfy-Grip Handle Shovel	$9.99

Lawson Home Center
4230 Townline Rd. • Mon.–Sat. 9–9, Sun. 10–6



Autumn SALE

Amazing savings await you in every department! Through this Thursday, save an incredible 20 to 40% on everything from outerwear to underwear from the brand name makers you trust the most.

K. Hawthorne
8738 South Kedzie • M–S 10–9

Shop Early, Save Big!

Get everything you need for a great Halloween!

- Candy
- Bags
- Costumes
- Balloons
- Decorations
- Tableware

Party Favors
4967 E. Main

Join Us For Our Buy 2 Get 1 FREE Pizza

Specials

During October, Buy Two Large Single-Topping Pizzas For $12.99 And Get A Third One Free! Limit Of Two Buy-Two-Get-One-Free Offers Per Order. This Offer Not Good In Conjunction With Any Other Offer.

Palanza Pizza Palace
2097 North Washington Avenue • Call 555-9090 • Free Delivery

WOW!

WHAT A SALE!

Through Saturday, prices on all kinds of fashion accessories are reduced from 15 to 50%! You'll find the latest looks at

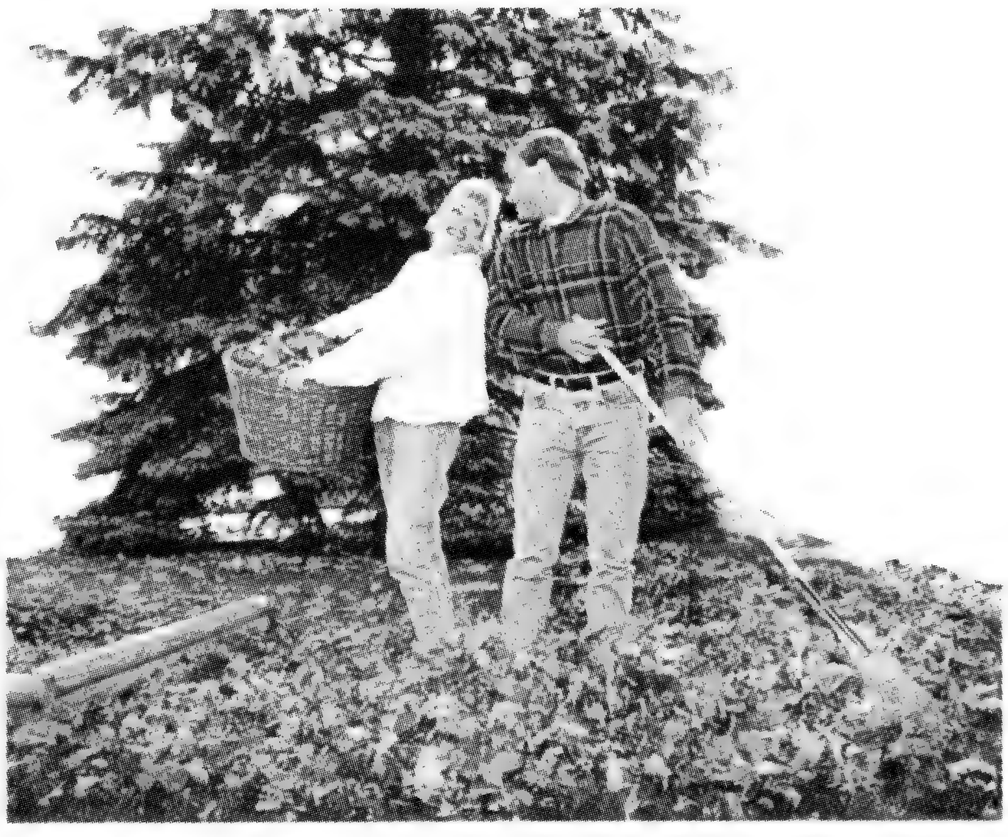
Special Things
4987 East Ashland

BEWITCHING Bargains

Find spooky specials and super savings on items in every aisle!

No tricks! Just great treats like 15 to 25% savings on selected over-the-counter remedies, health and beauty aids, greeting cards, gift wrap, and collectables.

Westside Pharmacy
6897 North Hinton



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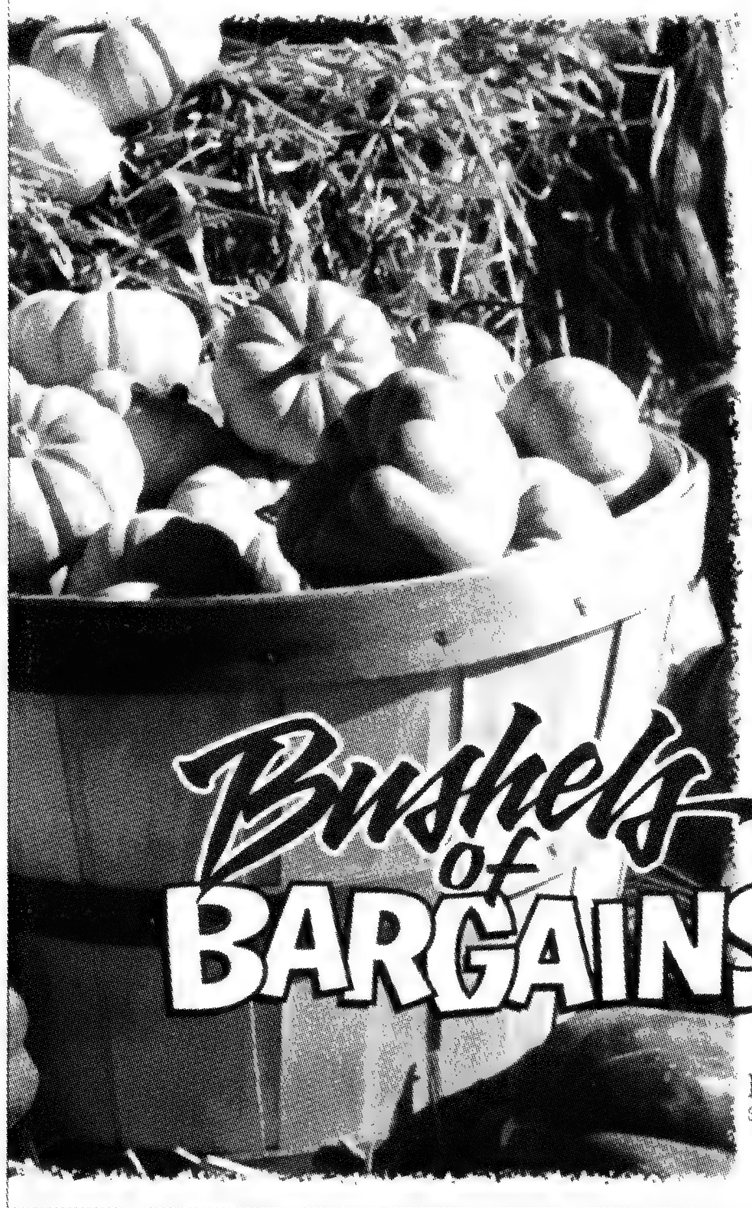


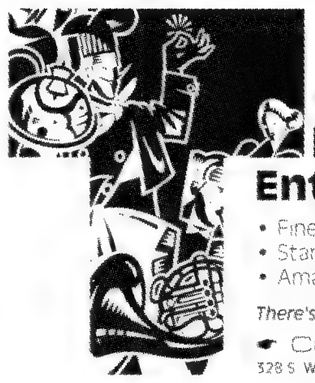
Bring home the harvest and save! Through this Saturday, take advantage of super low prices storewide!

- Save 20% on women's and men's outerwear
- Save 25% on all 100% cotton flannel sheets
- Save 15% on selected women's luxury lingerie

Look inside for more amazing savings!

Bushels of BARGAINS

Bergan Sax
Southwoods Mall



What's Entertainment

- Fine Dining • Live Music
- Stand-Up Comedy • Drinks
- Amateur Night • Dancing

There's always something to do at

Circuit 21 Lounge
328 S. Wicker • Tues.–Sun. 6 p.m.–2 a.m.

Lasso Yourself A DEAL

Nobody beats our super low prices!

'94 Ronda Minivan – grey, light group, low mileage	$20,773
'95 Konno Wagon – excellent condition, 4 door, red	$16,995
'94 Nord XTC – low mileage, 2 door, blue	$18,945
'95 Geode Metre – sunroof, 4 door, black/white interior	$17,415
'93 Texxus Luxuria – maroon, leather interior	$25,550
'94 Ronda Van – excellent condition, 4 door, red	$24,545
'95 Konno Massa – low mileage, 2 door, blue	$22,665
'93 Nord Wagon – sunroof, 4 door, black/white interior	$17,645
'94 Geode Merrit – grey, light group, low mileage	$22,435
'92 Piñata Pueblo – excellent condition, 4 door, red	$13,445
'95 Ronda Placida – low mileage, 2 door, blue	$17,400
'94 Konno Valerio – 4 door, black/white interior	$19,745
'93 Nord Cirrus – grey, light group, low mileage	$27,745
'92 Geode Rodster – excellent condition, 4 door, red	$18,670
'95 Montana Butte – low mileage, 2 door, blue	$21,220
'92 Konno Valerio – 4 door, black/white interior	$19,765
'95 Nord Venus XI – low mileage, 2 door, blue	$27,480

Affordable cars, incredible service!

Millard Auto
214 South St. • 555-4353
Hours: M–F 8–7; Sat 8–3

Special 3.9% financing for qualified new car buyers!

OctoBeerfest

Celebrate the season with delicious, authentic Old World cuisine!

Indulge yourself with German specialty dishes made from authentic family recipes.

Homemade German Sausage $3.99 1-pound package	Hot German Potato Salad $2.29 1-pound tub
Mama's Weiner Schnitzel $6.39 Serving for 4	Homemade Bratwurst $2.99 1-pound package
German Sausage And Sauerkraut $5.99 Serving for 4	Varietal German Wines & Beers $4.99 6-pack or 12 oz. bottles

Planning a party or reception?
Call our catering service for delicious refreshments.

The Sub Pub 244 N. Penn • 555-6500

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Wake up to your world

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The Daily Times

It's SHOWTIME

You'll always find the latest releases and the lowest rental prices right here!

"The Silent Man" ★★★★★ With Tom Payne and Gala Ward

"Florist Grump" ★★★★★ With Joan Buck and Wayne Wilson

"American Galaxy" ★★★★★ With John Smock and Barbara Whisler

"Counter Culture" ★★★★★ With Dan Montana and Mary Jane Millwood

"Running Faster" ★★★★★ With Alana Fields, Tom Herring, and Jan Dandy

2-for-1 Rental Special!

Video Shack
Located in Sheridan Plaza

Get the royal treatment

Take it easy this weekend!

Let us wash and wax your car

and save an extra **20%!**

J. Johnson Car Wash
Corner of Peru & North St. • M–S 9–7

Autumn Excitement!

These falling prices will "leave" you smiling!

Silk scarves, were $18.99	Now $12.99
Select felt hats, were $21.99	Now $18.99
Satin handbags, were $16.99	Now $13.99
Necklaces, were $8.99	Now $5.99
Silver Rings, were $14.99	Now $10.99
Woven belts, were $15.99	Now $11.99
Bracelets, were $8.99	Now $5.99
Silver Earrings, were $10.99	Now $8.99

Sale ends Saturday

Main Line Boutique
Open M–F 9–8, Sat. 9–6
314 S. Main • 555-4398

Full-color printing not in your budget? No problem!

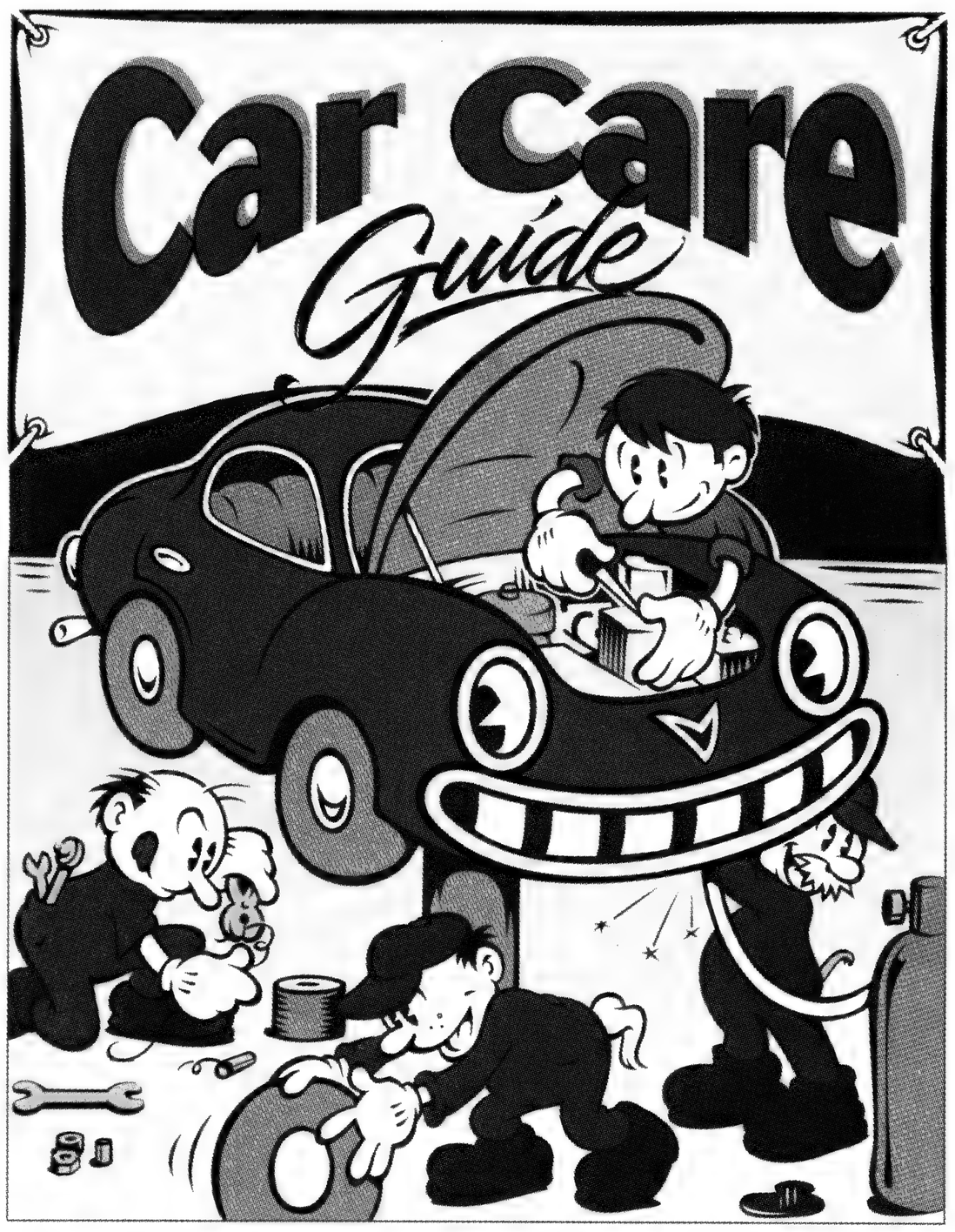
In this issue of *Print Media Service*, the car care cover design art is provided in a full-color version on page 26, *plus* a black and white version on page 19. To produce the results shown right, screens of color (Pantone #172) were added to the black and white version

Give yourself a weekend to remember with our Getaway Special! It includes a two-night stay in a deluxe suite for two, complimentary breakfast, and free parking. All this luxury for only $89 per night!

Call now for reservations!

Fit For A King

Monterey Hotel
225 S. Peach St. • 555-9477



A Supplement To
The Daily Times

BLACK PLATE

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COLOR PLATE

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Fall Fashion PREVIEW

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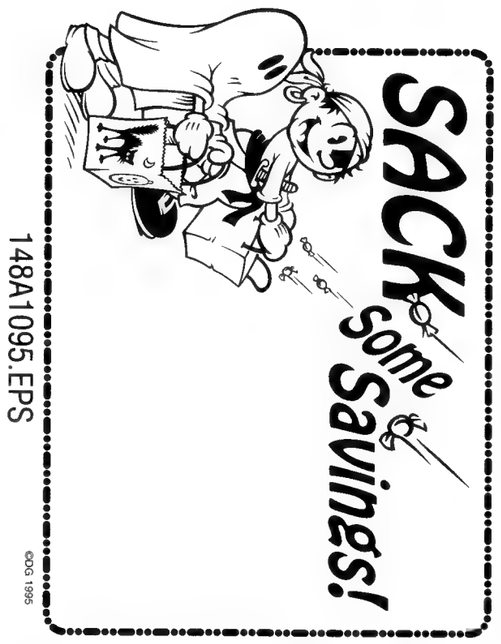

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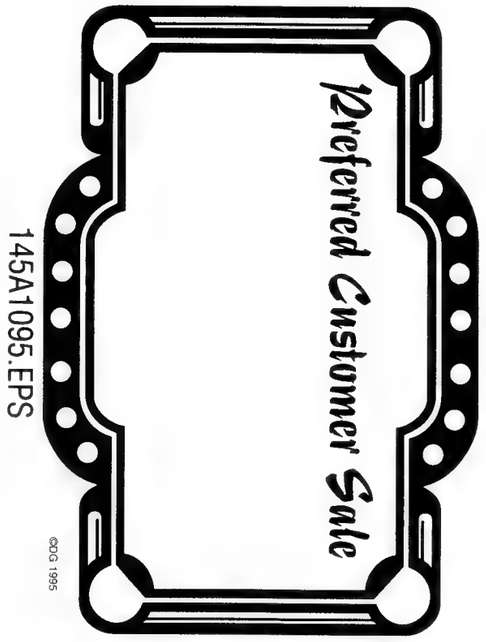

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THE EVERYTHING'S-ON-SALE

Sale

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THE EVERYTHING'S-ON-SALE

Sale

Fall Fashion PREVIEW

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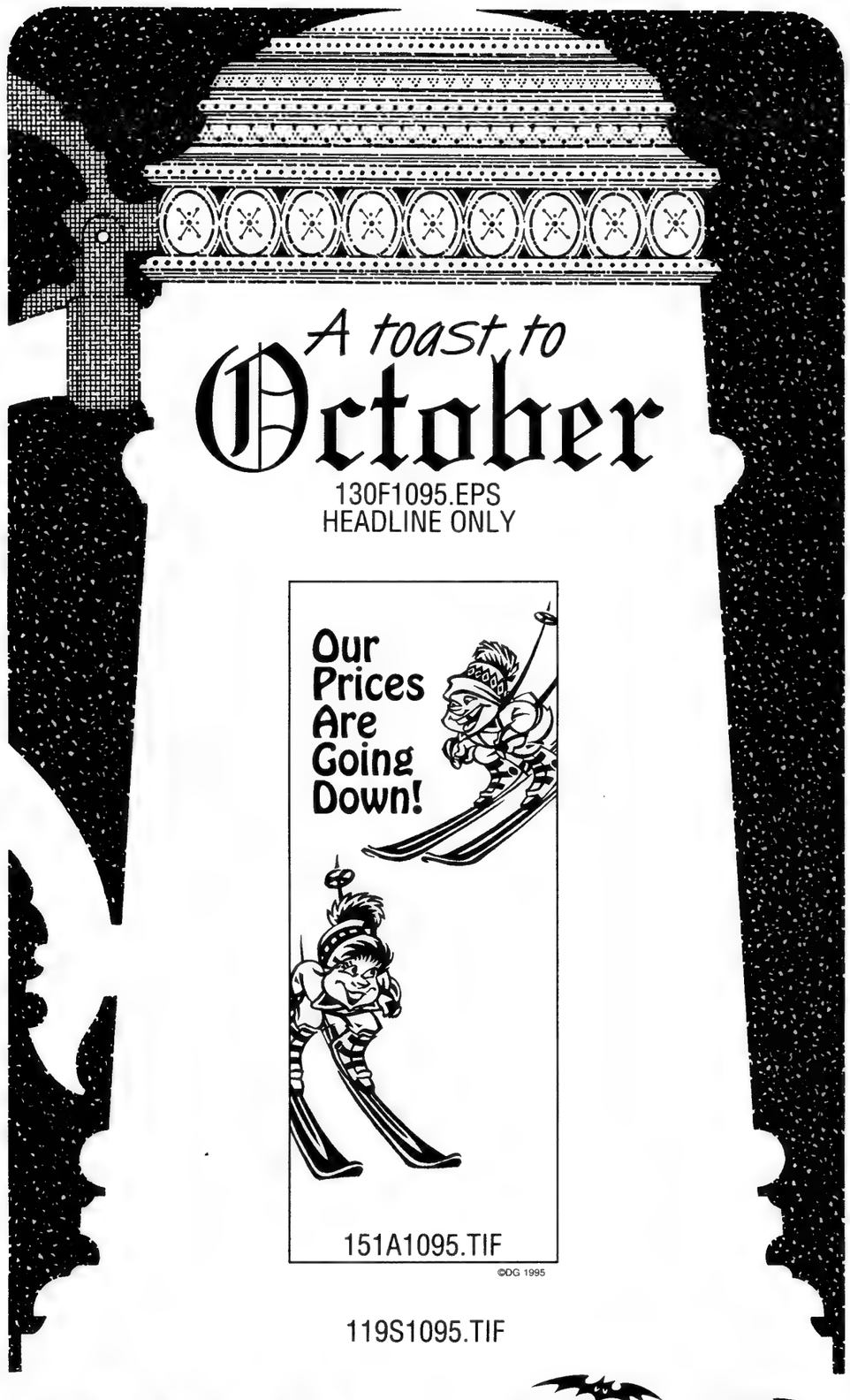

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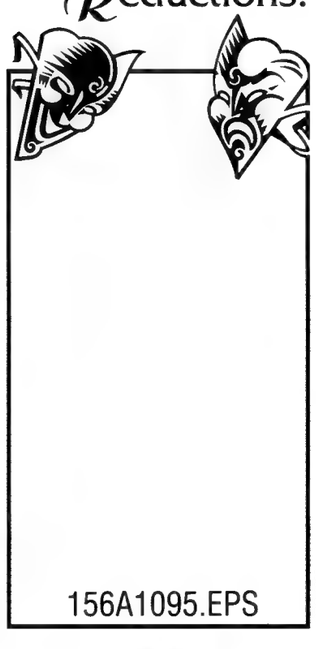

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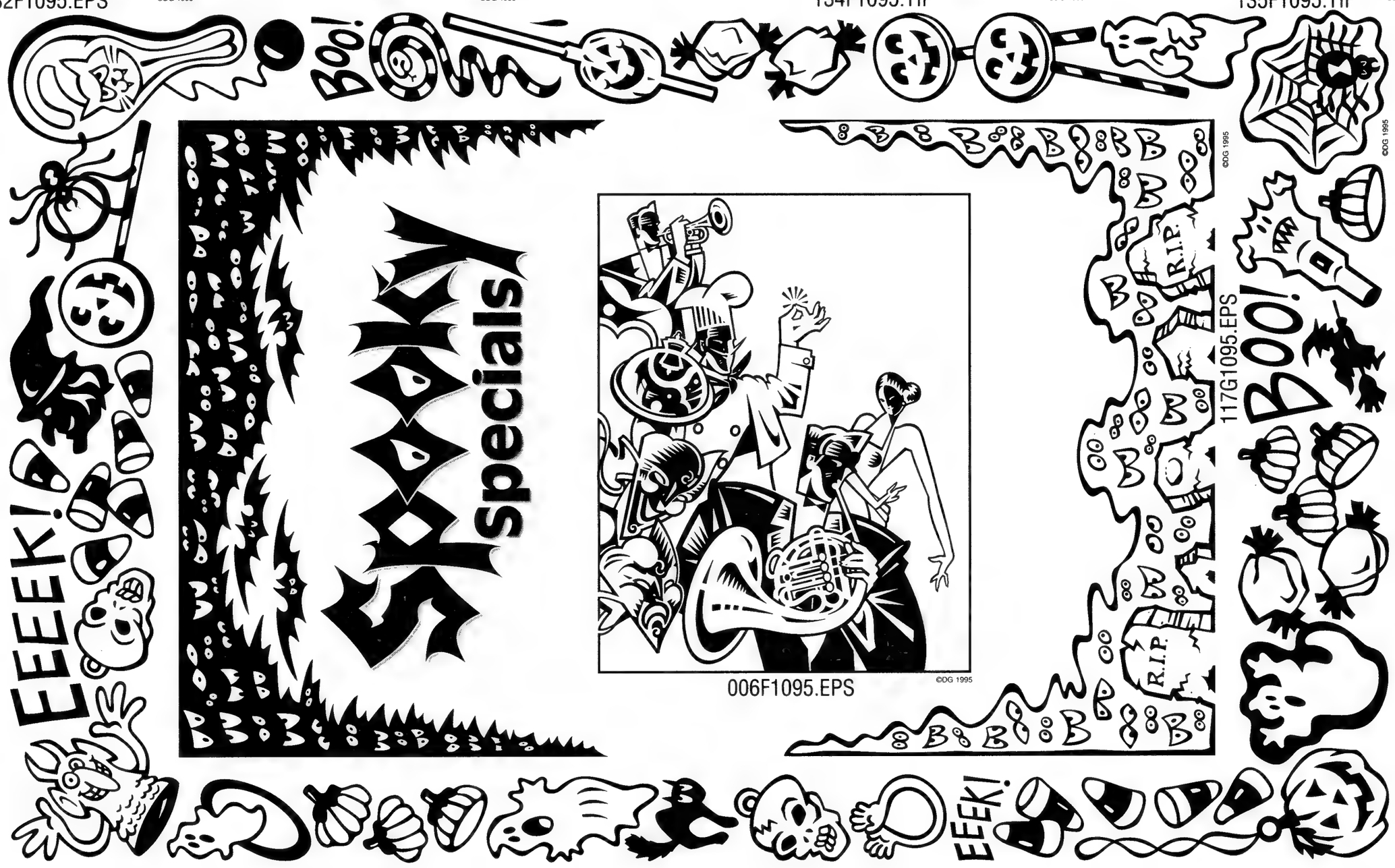

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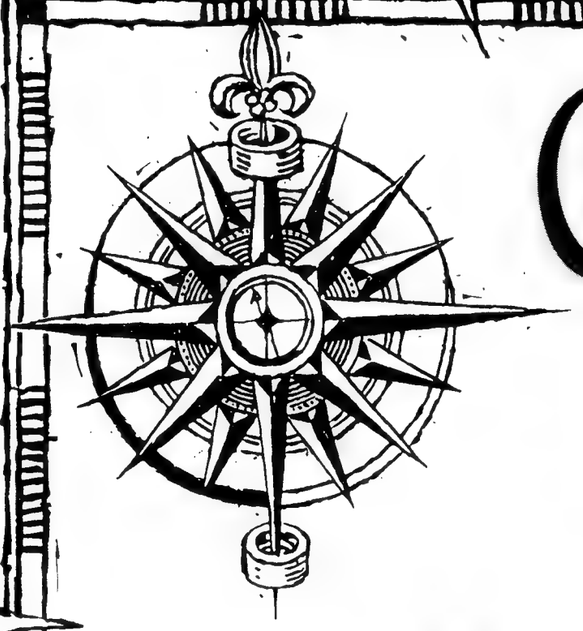
Columbus Day Sail-abration



Penny Pincher Sale

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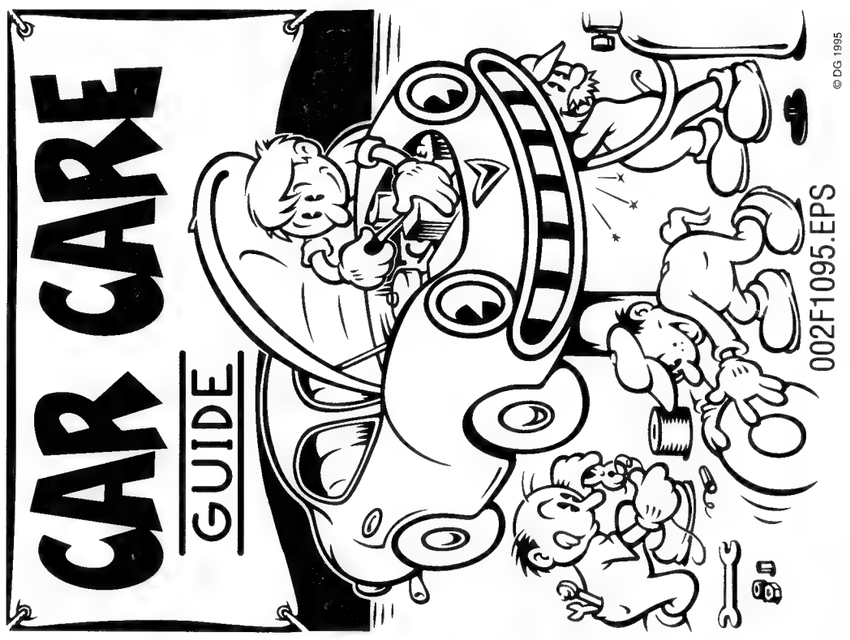
At Your Service



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CAR CARE GUIDE

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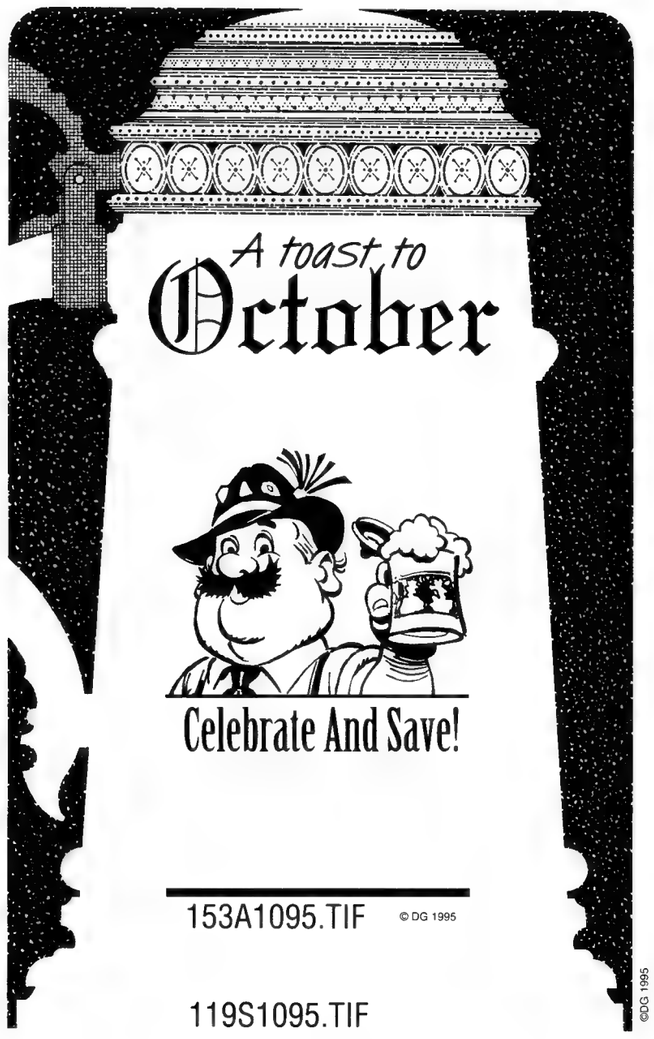

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THESE PRICES WON'T LAST!

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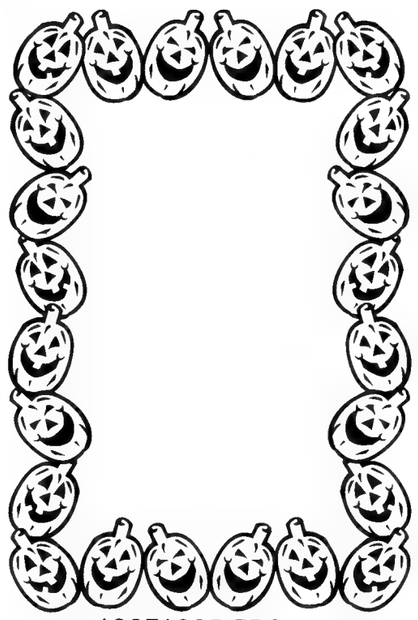

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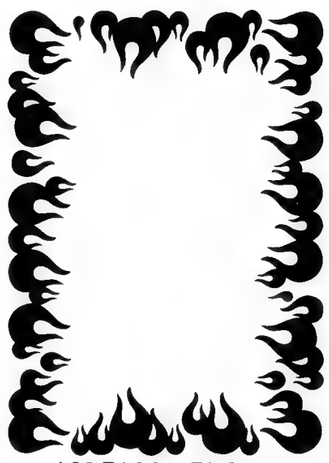

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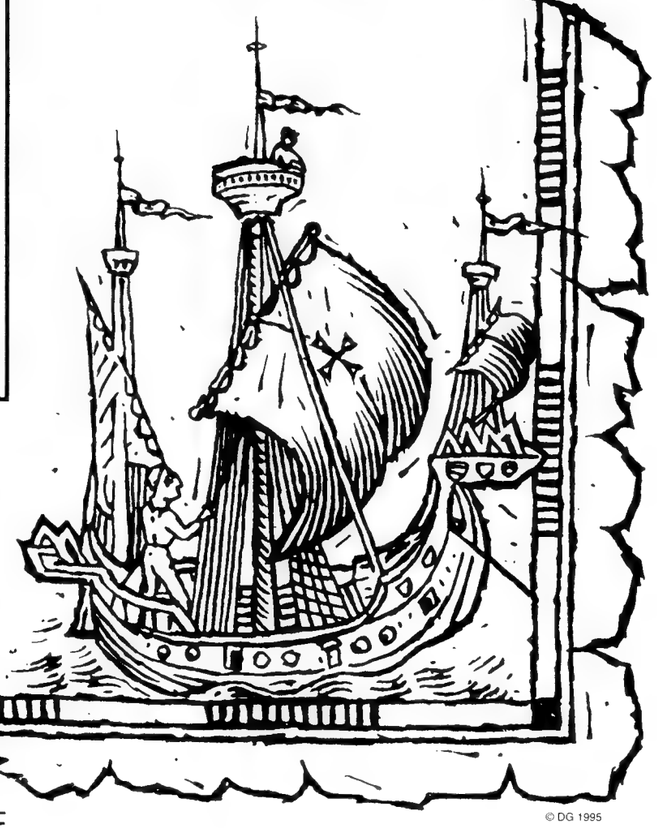

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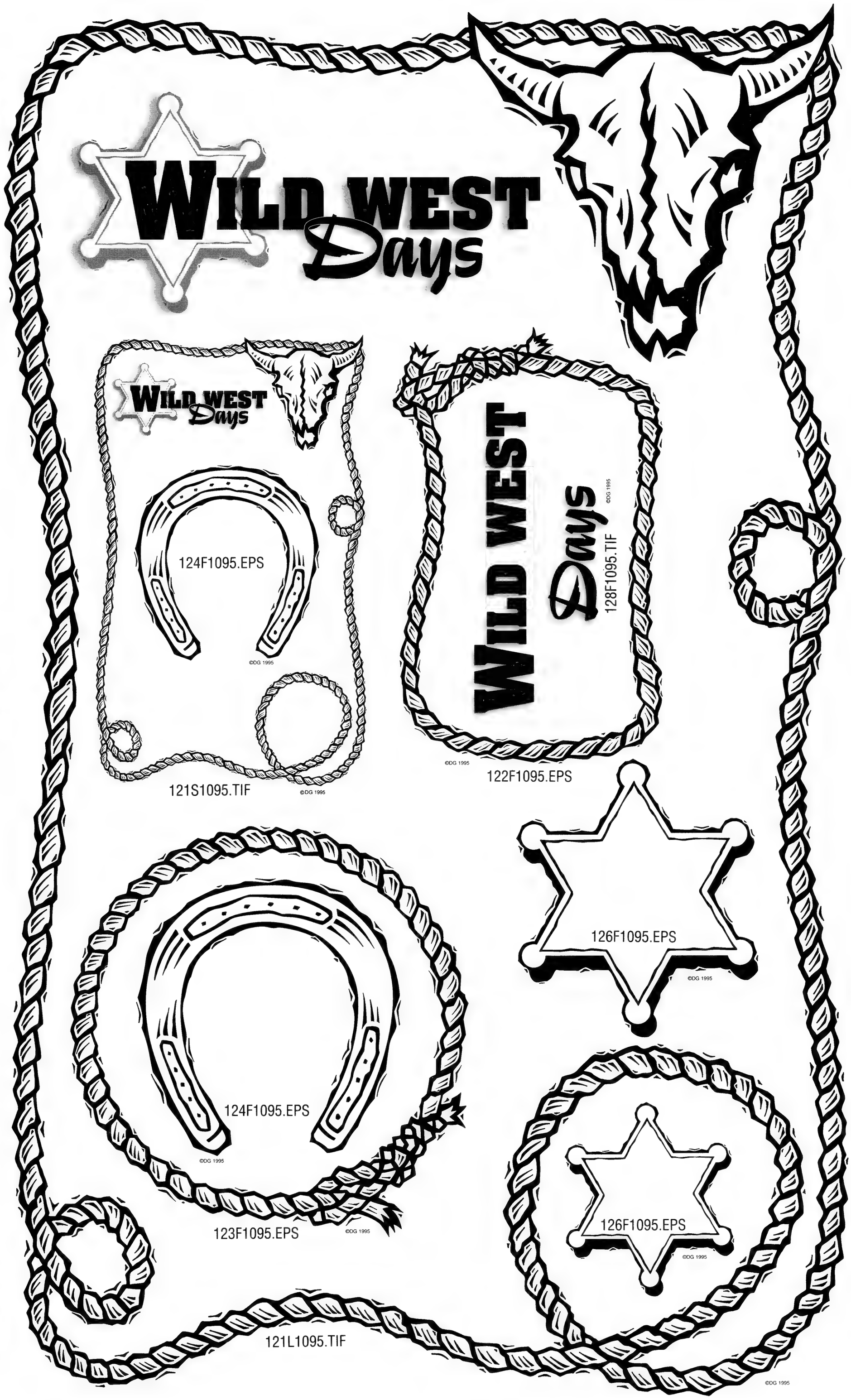

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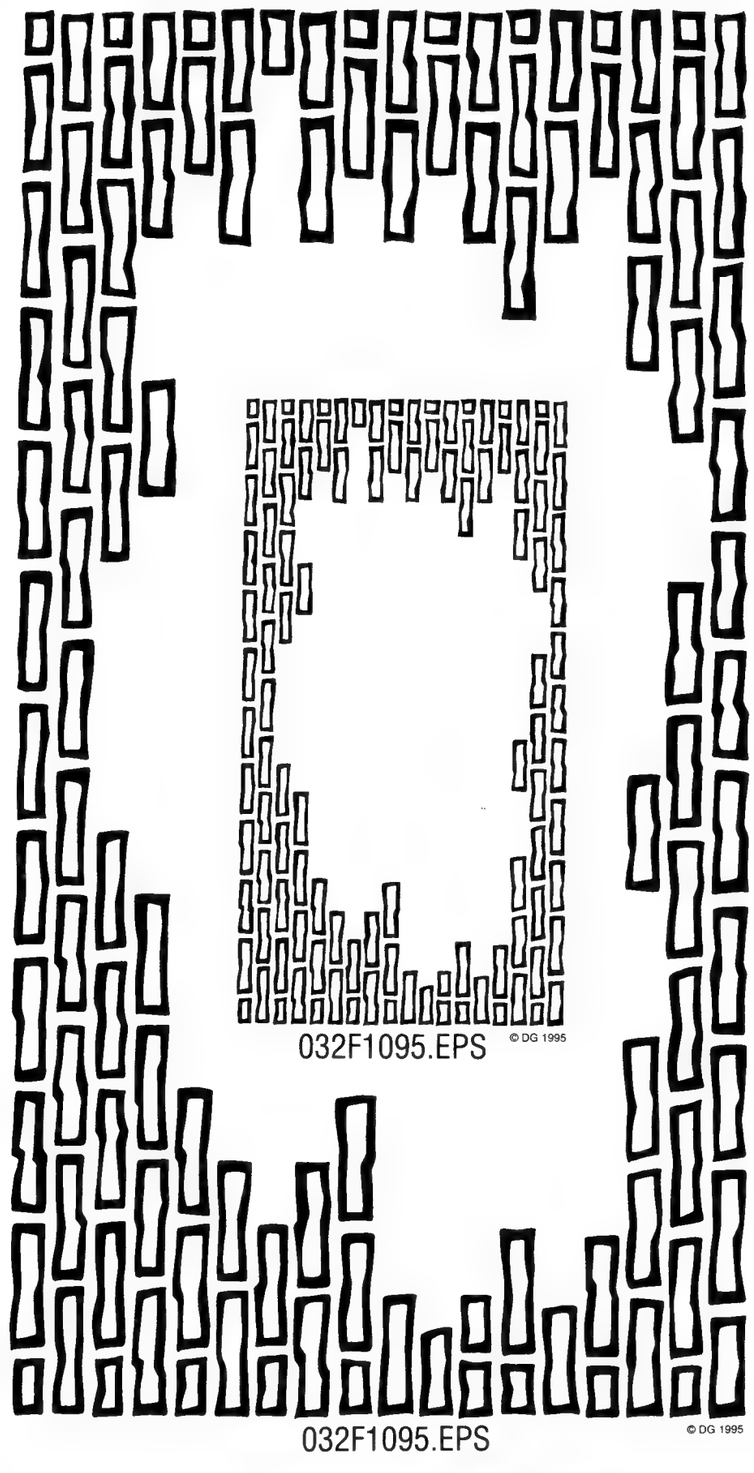

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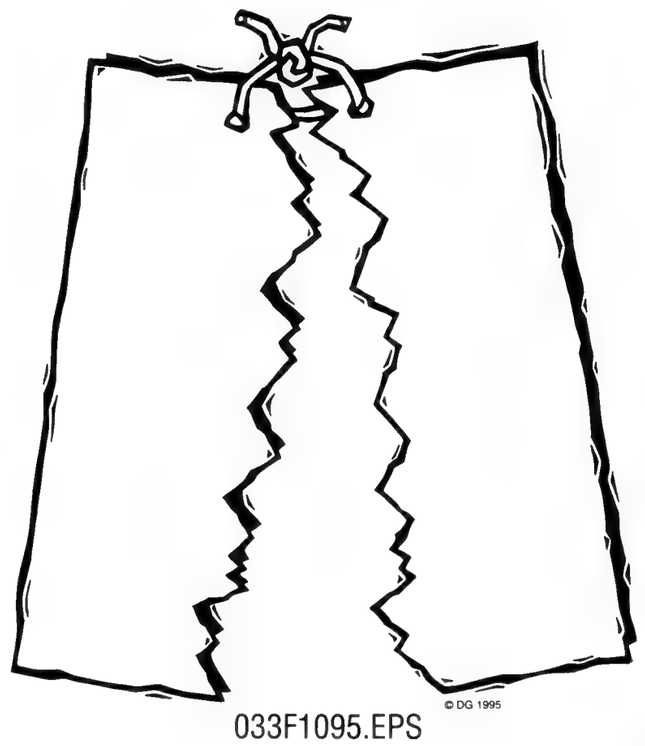

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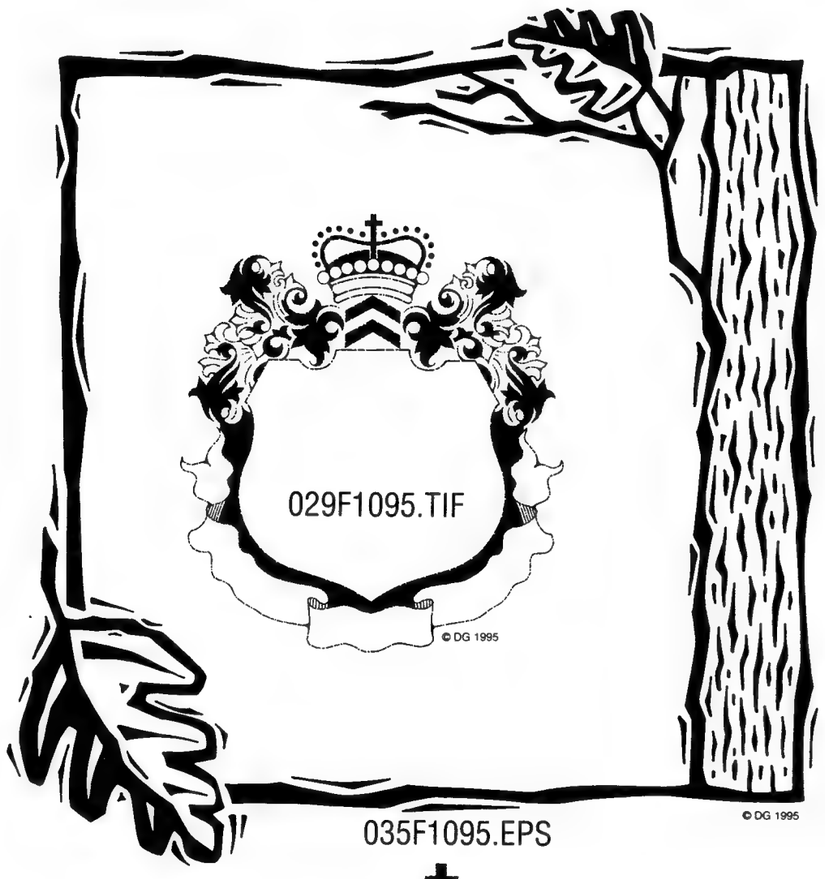

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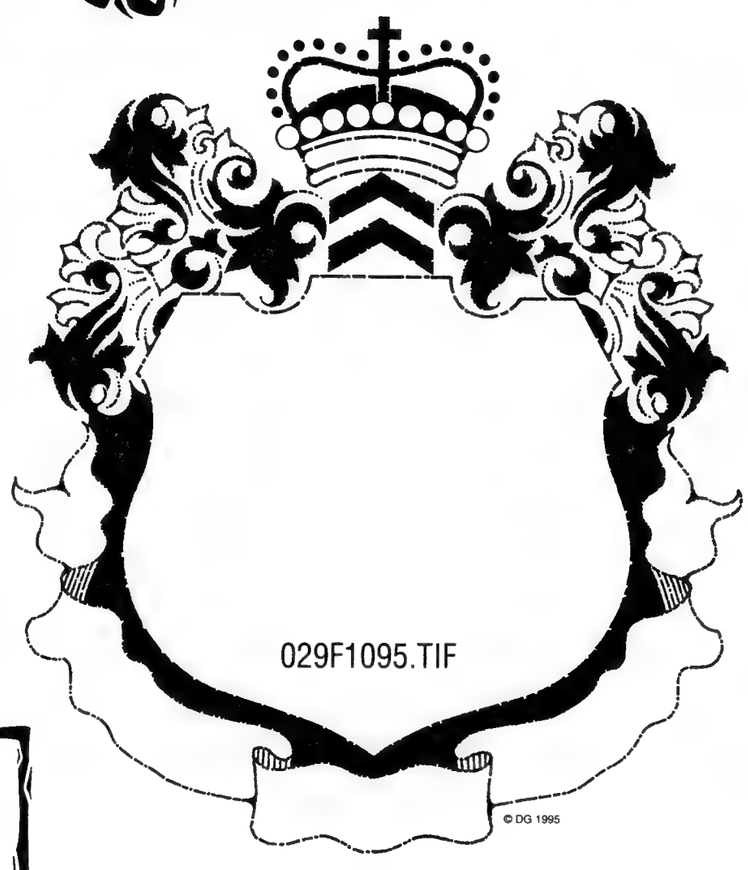

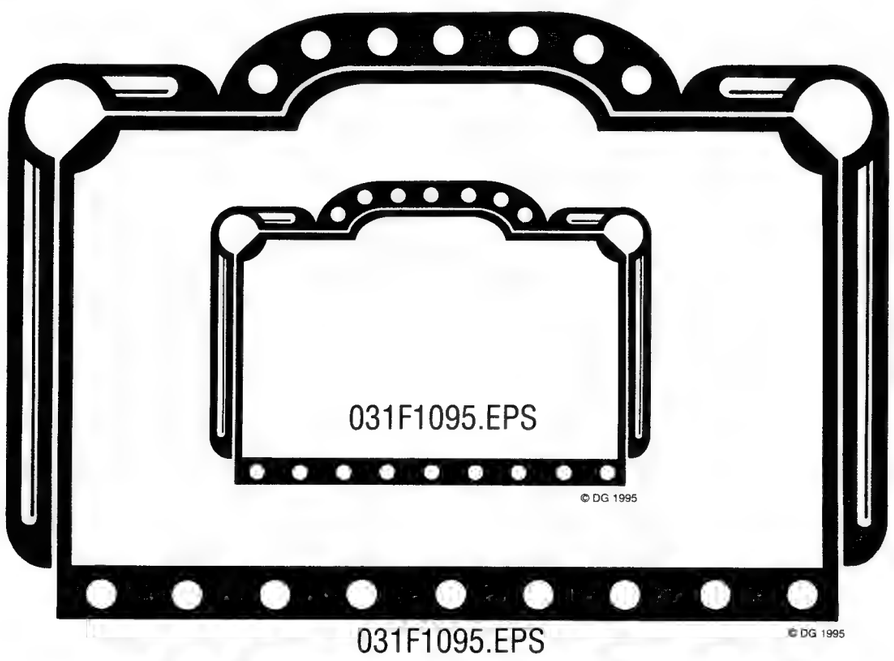

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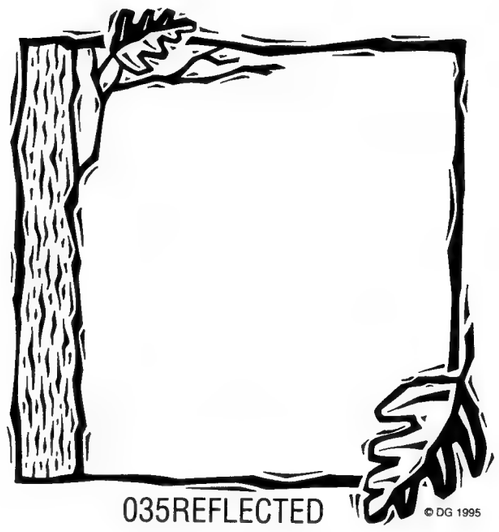

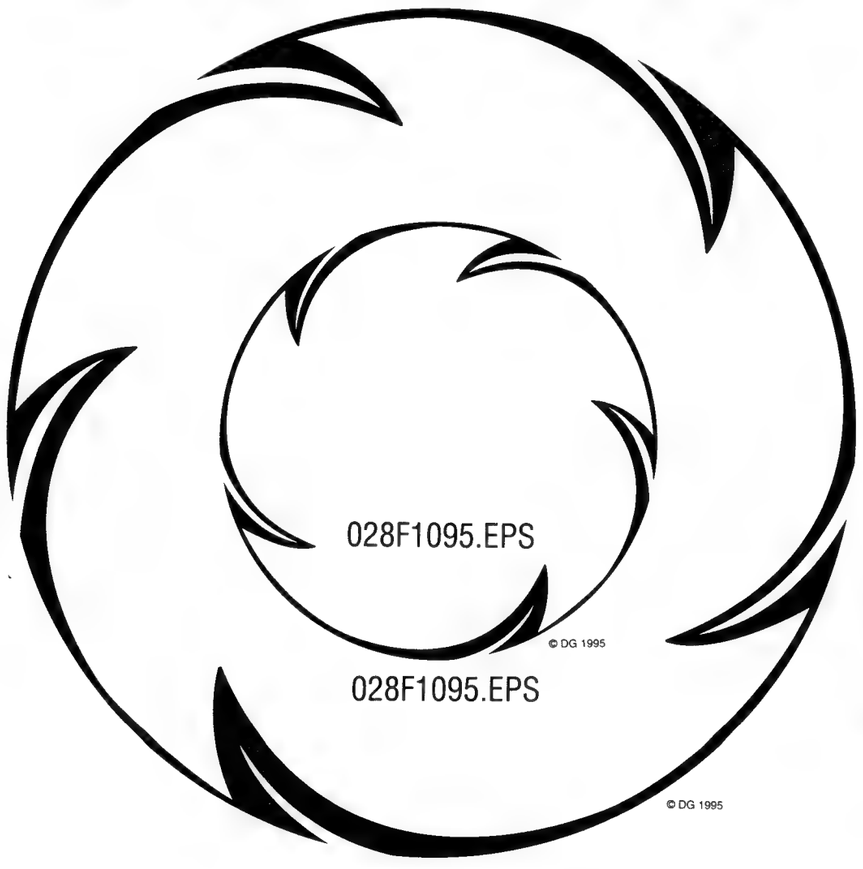

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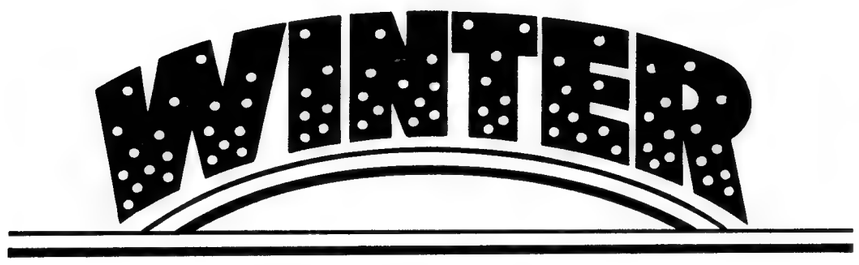

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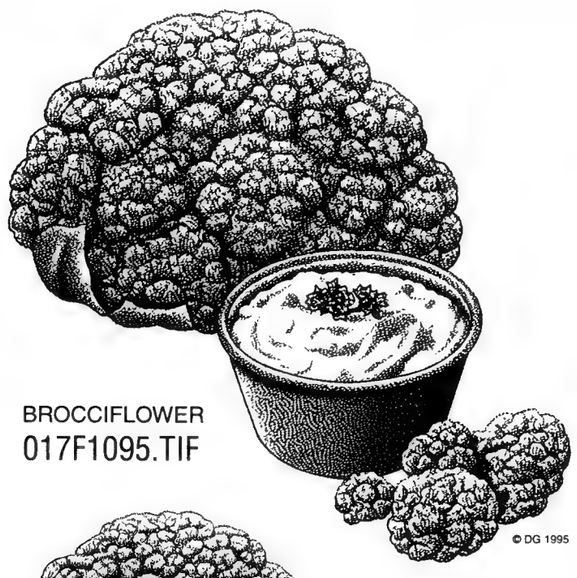

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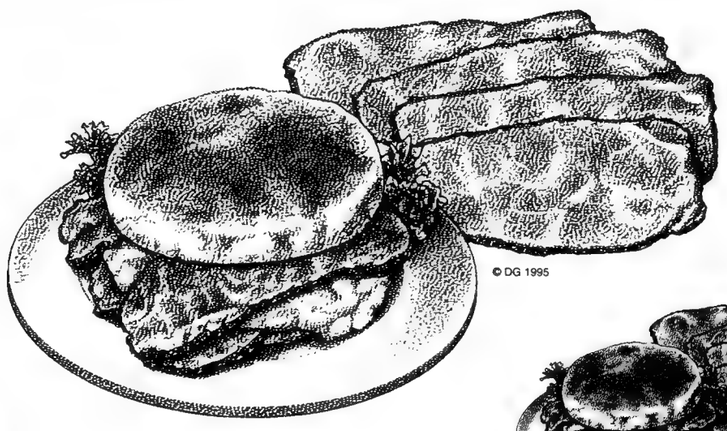

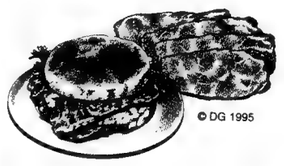

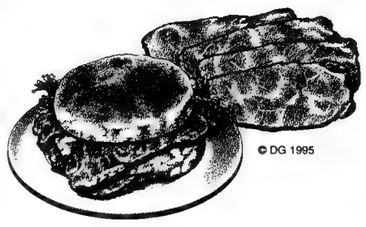

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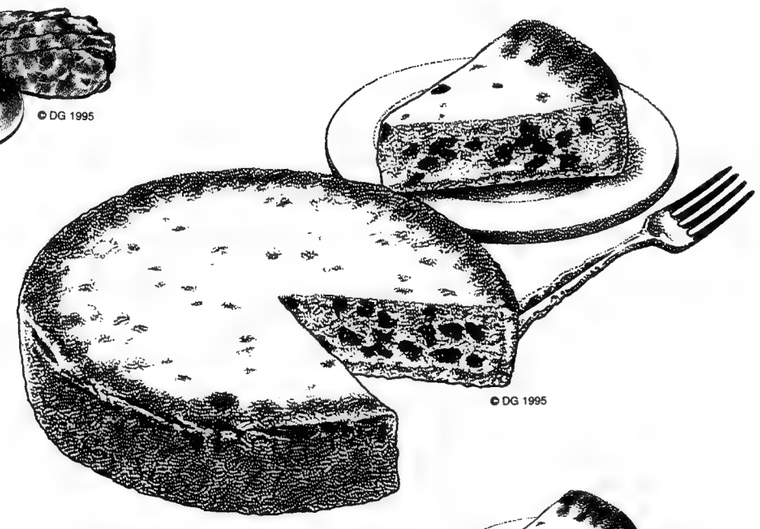

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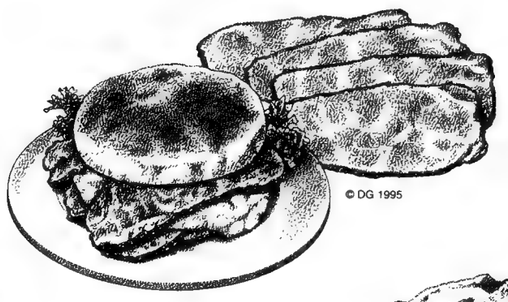

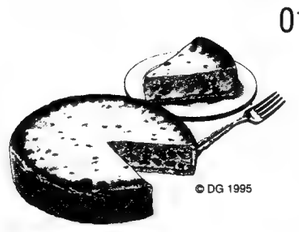

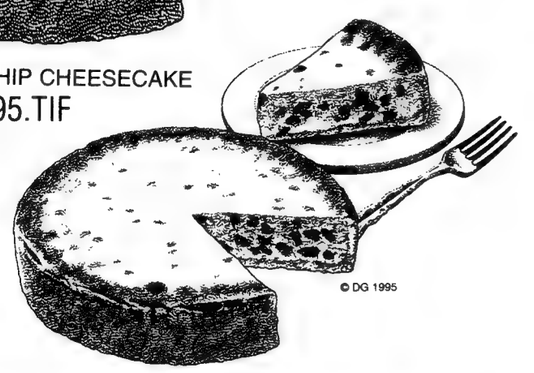

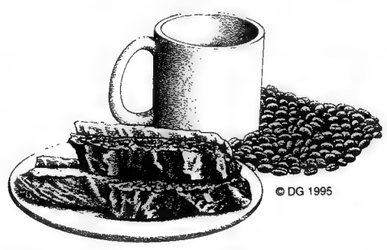

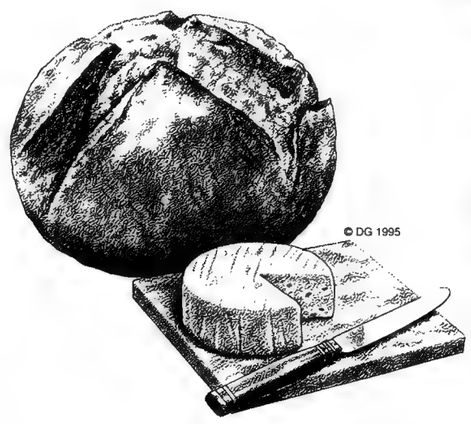

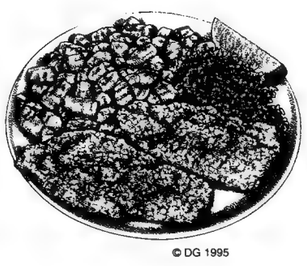

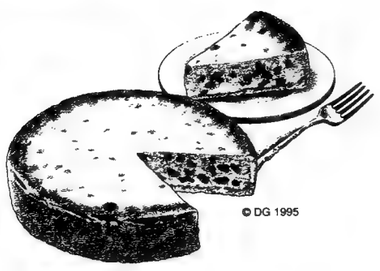

COFFEE MUG, BEANS, SLICES OF BISCOTTI
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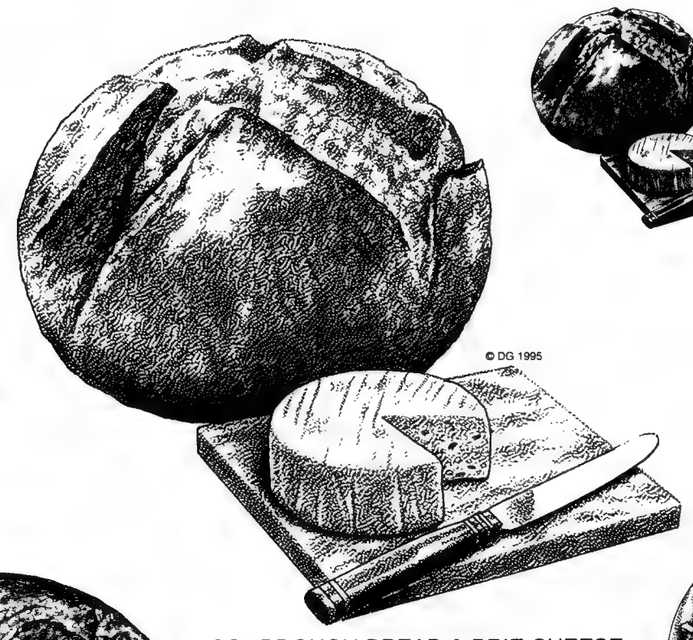

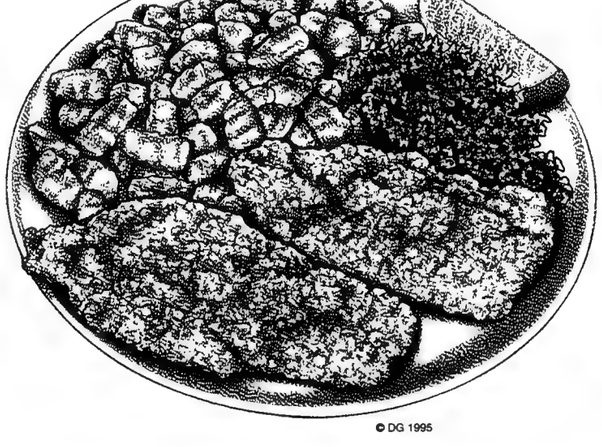

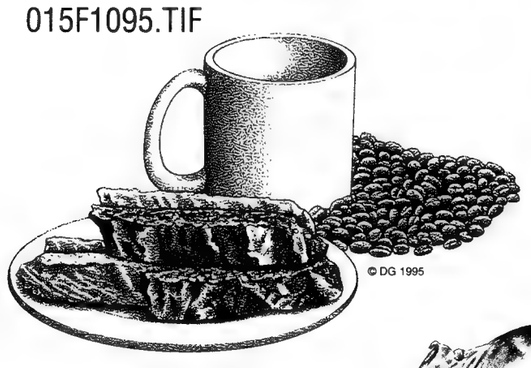

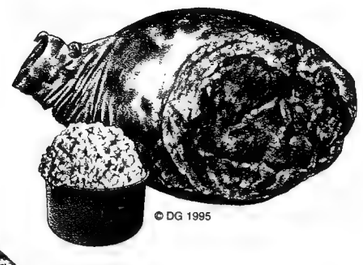

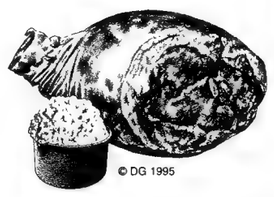

SOURDOUGH BREAD & BRIE CHEESE
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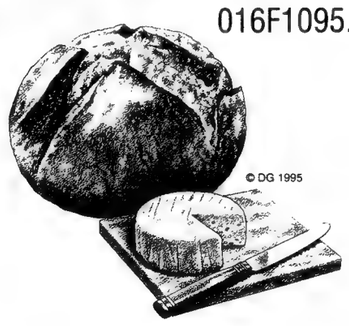

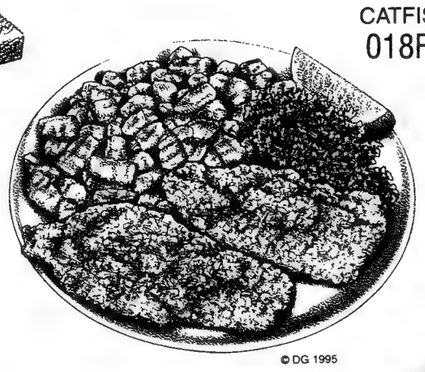

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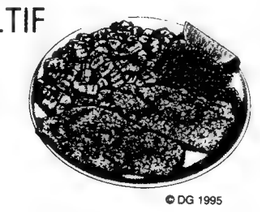

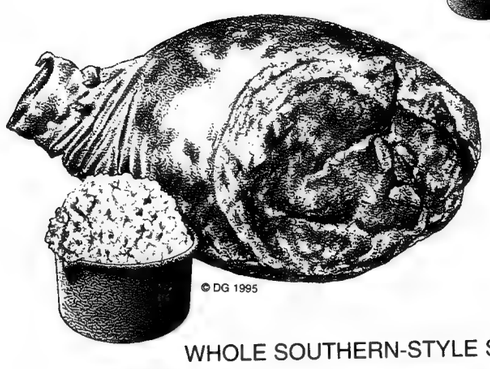

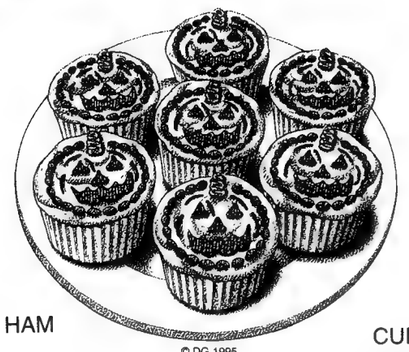

DARK GRAPES
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WHOLE SOUTHERN-STYLE SMOKED HAM
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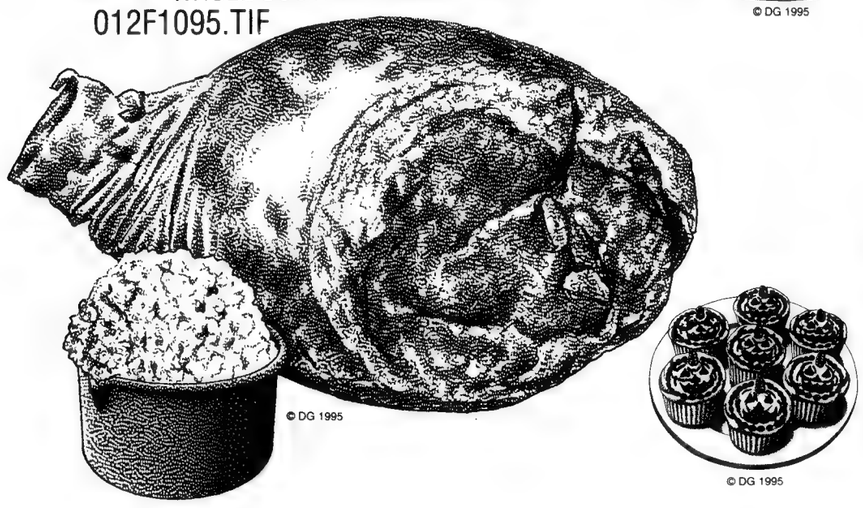

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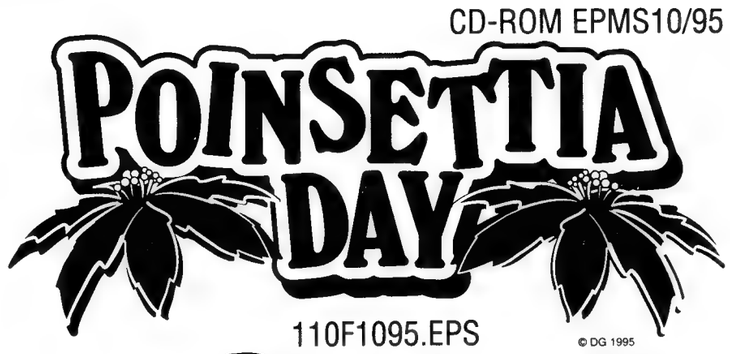

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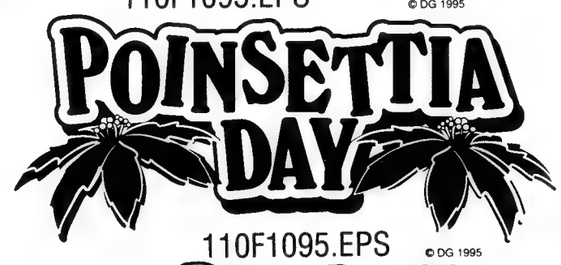

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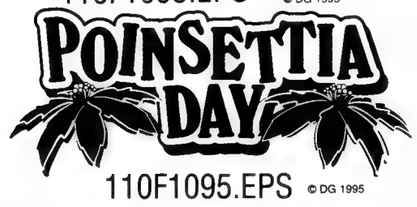

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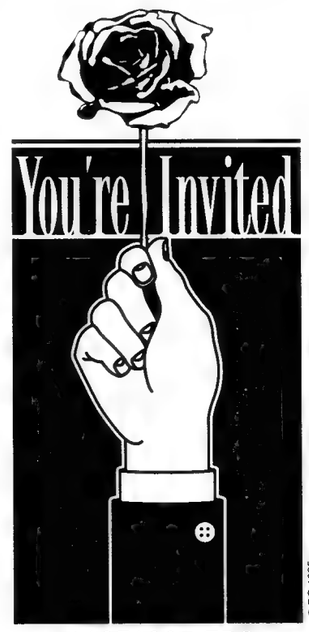

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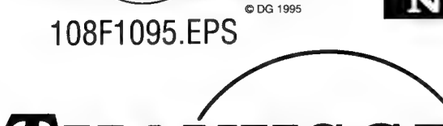

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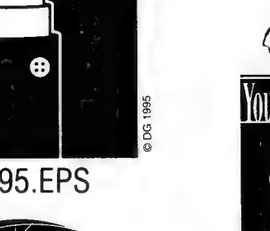

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24-HOUR BANKING

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An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

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BATH SHOP

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COSTUME RENTAL

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MECHANIC

021REFLECTED

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027F1095.TIF

INDIAN ARTIFACTS SHOP

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023REFLECTED

024REFLECTED

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RIB RESTAURANT

024F1095.TIF

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Note: Numbers identify images for Electronic PMS subscribers.

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005T1095.EPS

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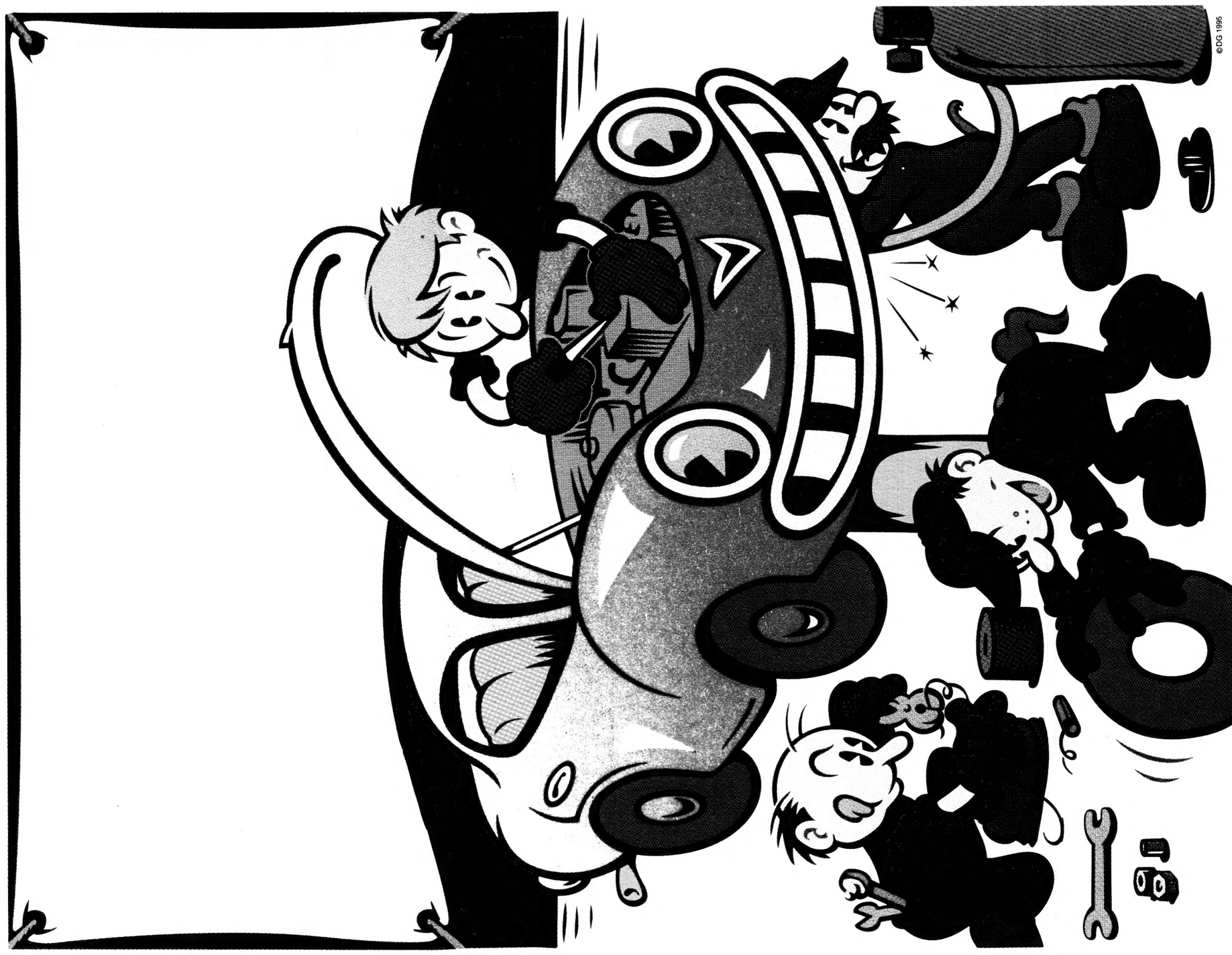

001C1095.EPS 002F1095.EPS

• RED PLATE

• YELLOW PLATE

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• BLACK PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

• BLUE PLATE

• •POCKET $25.00• •

Send us the projects you've designed using *PMS* art and pocket $25.00 each time your entry is selected as a winner in the *Print Media Service* Case History contest! New winners are chosen every month (based on originality, creativity, and quality) for publication in *Tearsheet* magazine. Monthly winners also receive a hand-lettered award certificate. Enter as often as you wish. No limit to the number of entries per person. No deadlines. No entry fees. Use the coupons below and enter now.

NOTE: Each entry is acknowledged by letter. Monthly winners will receive their awards two to three weeks *after* publication of the issue in which their entries are presented.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
Peoria, IL 61614

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